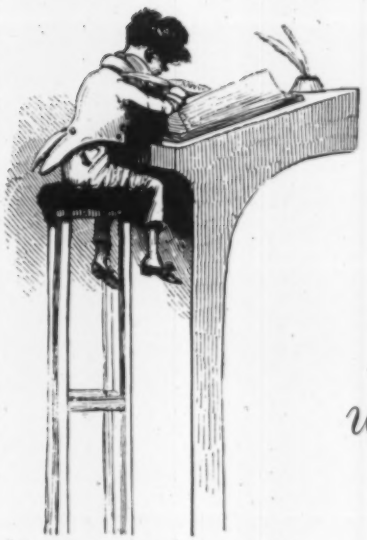
DECEMBER 8, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING



money?

why, money is where people are

AND PEOPLE, Dear Reader—34,057,161 people, ¼ of the nation—can hear WOR!

There are more people in WOR's regular listening area than in the area of any other station in the land. People with $35,249,682,000 to spend every year.

If you want to barter your product or service in exchange for a lot of their money, you'd better call WOR pronto and say, "Look, I want some of that time of yours at the very low cost for which it sells. You see, I want action f-a-s-t in 430 counties in 18 states."

And does WOR get action? Listen: One man who makes a product that bucks some of the stiffest competition in the land bought WOR for one day a week; *one* day, mind you. One announcement sold 5,000 units of his product in 2 days—and WOR was the *only* advertising used! 21 announcements sent 5,000 people into this man's stores for a free picture offer and 90% of the people made c-a-s-h purchases.

That, sir, is a sample of what WOR can do for you.

WOR

. . . heard by the most people where the most people are

MUTUAL

it's a hit †

†

THE MEL ALLEN SHOW

Several weeks ago Mel Allen, nationally known sports announcer, put away his Yankee baseball records and became emcee of his own record show on WINS.

Now once again Mel Allen comes through with flying colors! Taking over the 2-5 p.m. bloc daily, the popular sportscaster is proving that whether he's on the playing field or in a studio there's power behind every Mel Allen performance. Currently — Jay Lord Hatters, Empire Diamond and Gold Buying Service, Maryland Pharmaceutical Co., Muntz Car Co., New York Yankees Football Club, Harem Night Club, Ben Tucker Hudson Bay Fur Co., Bill Williams Inc., Stewart Sales Co., and the Michigan Bulb Co., as sponsors on the MEL ALLEN SHOW, are feeling the pull of this personality who is winning more friends for them.

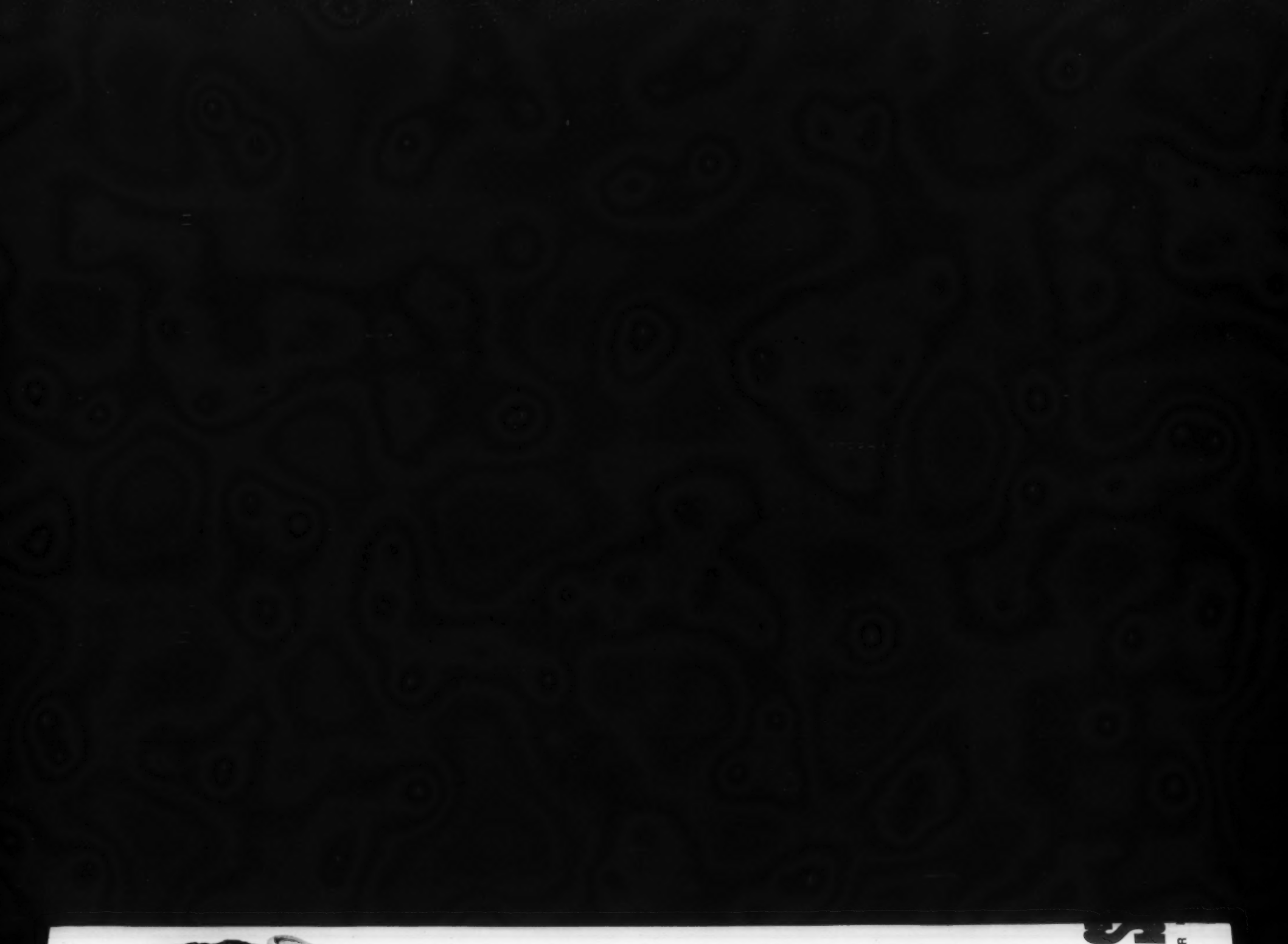
No wonder we say it's a hit!

In addition to delivering an audience this show is also important because it's serving as a yardstick for future program development at WINS. As the initial step in our plans for bloc programming, the MEL ALLEN SHOW is bringing listeners top entertainment and at the same time providing advertisers with the lowest possible cost-per-listener rate.

WINS
50,000 WATTS
AT
WORK

CROSLEY BROADCASTING CORPORATION

WINS
NEW YOR



The *Local Appeal* has more sales impact

Local interests are best served by local enterprise. That applies equally to sources of supply, public utilities, public service, — and media for reaching the people.

The home-town radio station is an essential part of this picture — both for the resident and the advertiser trying to reach him. It is close, it is friendly, it is the direct radio-way to the local area it serves.

New England people listen to their local stations. They receive the big shows, the regional entertainment and their own local features — without dialing outside — all there on the Yankee home-town station.

Yankee's 23 home-town stations take you everywhere in New England — reach 89.4% of the radio homes — give you direct hard-hitting impact in the very markets you select.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

1 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

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BROADCASTING... at deadline

Closed Circuit

MARSCHALK & PRATT, New York, agency for Esso Marketers, to cut audition record of Jinx Falkenburg and Tex McCrary for possible network sponsorship.

SULPHURIC baths and beverages at Homestead Hotel in Hot Springs, isolated Virginia mountain resort, may be augmented by sulphuric oratory when NAB board holds next code meeting. NAB expected any day to announce selection of Feb. 18-20 as date of meeting.

NEWEST NAB code idea is "codified" revision for membership. It would consist of matched new-and-old paragraphs so changes can be studied easily prior to final board action.

NAB has turned over to BMB its annual yearend task of determining set ownership figures for nation. Set data are based on U. S. Census Bureau calculations and predictions reached on scientific basis.

LINGERING DOUBTS about objective of left wingers who spawned FCC's Blue Book and assaults on American radio will be dispelled with upcoming publication in *Ladies Home Journal* of bylined piece by Jerome Spingarn, ex-FCC staffer now identified with Idaho's cowboy liberal Sen. Glen H. Taylor. Article will urge that government acquire an existing network, or establish government system which would set standards by which American radio should be operated.

AGITATION over Durr-FBI incident (see page 15) is expected to bring to light disclosures that FBI reported to FCC several years ago applicant for new station in important midwest community was known to FBI as Communist card holder. (P.S.—Individual now has both AM and FM station, having procured them without hearing and is applicant for additional stations.)

THERE's revived speculation FCC may soon extend FM and/or TV license terms beyond present one-year limit. Without expressly ruling that possibility out, however, FCC authorities feel next development more likely to be staggering of FM license expiration dates (as in AM), so all won't fall due May 1, as now.

TRANSCRIPTION and program exhibitors will be able to audition as well as display wares at NAB Los Angeles convention. They will be assigned suites in Biltmore. "Silent" exhibition at Atlantic City still sore subject with them. Heavy equipment firms to share exhibition space on lower floor on cooperative basis.

INSIDE OBSERVERS wouldn't be surprised if threats of North American "ether war" developed as result of unconscionable demands

(*Continued on page 94*)

Upcoming

Dec. 8: General Mobile Hearing, FCC Hdqrs., Washington.

Dec. 12-14: Assn. of Women Broadcasters, First District 9, regional conference, Hotel Sherman, Chicago.

(Other Upcomings on page 85)

Bulletins

PLANS to show televised proceedings of GOP and Democratic conventions in Commercial Museum, Philadelphia, so 25,000 can watch discussed Friday morning at meeting of Mayor Bernard Samuel's Radio & Television Committee. Chairman is Roger W. Clipp, general manager of *Inquirer* stations. Present were representatives for Philco, Emerson, RCA-Victor, Farnsworth, Westinghouse, Crosley, Pilot, Motorola, Elliott Lewis and General Electric. Representatives of political parties attended.

ARMSTRONG MEDAL for 1947 awarded to John V. L. Hogan, president of Radio Inventions Inc., at annual banquet of Radio Clubs of America in New York Friday night. Medal for 1946, when no award made, given posthumously to Charles Stuart Ballentine, author of *Radio Telephony for Amateurs*. Radio Club of America, founded in 1909 as ham organization, is now scientific group.

RCA board last week declared 30c dividend on outstanding shares common stock, payable Jan. 27 to stockholders of record Dec. 19. Previous dividend 20c.

Business Briefly

MARS CHANGE ● Stanley Vainrib, former staff announcer, KIXL Dallas, replaces Lew Valentine Dec. 8 as Mars Candy's *Dr. I.Q.* (NBC, Mon. 8:30-9 p.m. CST). Mr. Valentine goes to radio production department, Grant Adv., Chicago, Mars agency.

CARNATION RENEWS ● *Contented Hour* renewed 52 weeks effective Jan. 5, 1948, NBC Mondays 9-9:30 p.m. CST, by Carnation Co., Milwaukee, (evaporated milk). Agency, Erwin Wasey & Co., Chicago.

BARBER REPLACEMENT ● Red Barber's daily 6:30 p.m. CBS co-op sports show to leave air Jan. 2, replaced by *Lum & Abner* on WCBS New York, musical show on rest of CBS.

FORD CONTINUES ● Ford Motor Co., Detroit, renews *Ford Theatre* NBC Sundays 5-6 p.m. effective Dec. 26 for 13 weeks. Agency, Kenyon & Eckhardt, New York.

PETRILLO TACTICS BRING THREAT OF NEW LAW

JAMES C. PETRILLO'S AFM will be held up as outstanding example of bad union practice in report to be issued by Rep. Caroll D. Kearns, (R-Pa.) chairman of subcommittee of Labor Committee. Chairman Fred Hartley (R.-N.J.) announced report would point up need for legislation imposing penalities on industry-wide strikes and union "make-work" practices. Hearings will be held in 30 days.

ESTIMATED 70% total dollar volume business done by broadcasters represented by 750 stations signing nine-year renewals with BMI, effective March 11, 1950. Carl Haverlin, BMI president, predicts 90% of dollar volume will be represented in "reasonably short time."

Welcomes Probe, Durr Tells Capehart

FCC COMR. Clifford J. Durr said Friday afternoon he "heartily" endorsed recommendation of Sen. Homer Capehart (R-Ind.) for Congressional investigation of Durr-FBI incident (story page 15). He expressed hope that if one developed it would be "thorough and complete and that not only its findings but its hearings will be public."

He asserted Sen. Capehart apparently "was not furnished full information either as to the 'sequence of events' or the efforts made to explore the 'tips' and 'leads' furnished by the FBI." He added:

He was not, for example, informed of the memorandum from the FBI to the Commission which antedated and prompted Chairman Denny's letter of Nov. 27, 1946, and in which the FBI advised with respect to a group of broadcast applicants: "I thought you would be interested in knowing that an examination of this list reflects that the majority of these individuals are members of the Communist party or have affiliated themselves with the activities of the Communist movement."

Mr. Durr said Congress and public should have "fullest possible information, consistent with national security and safety, about the operations of both the FCC and the FBI" as well as other government bureaus and agencies. He continued:

They should also be fully informed about the extent to which the information FBI is gathering and furnishing to other governmental agencies relates to national security and law enforcement, and the extent to which it relates to the activity of persons engaged in the peaceful advocacy of political, social, and economic philosophies.

If the individuals and organizations named in such reports are guilty of illegal activities, they should be exposed and prosecuted. In any event, they should be informed of the accusations made against them in secret in order that they may answer them in public. Those accused as well as the public are entitled to know whether the accusers are responsible people who know what they are talking about, or are mere "tattlers and busybodies, speaking things which they ought not."

There has already been too much rumor, suspicion, and "suppression." Let's now have FULL information rather than suspicion: FULL information about the operations of the FBI as well as the FCC, and FULL information about the identity and activities of the "New Deal fellow travellers," as well as about the Communists.

Mr. Durr emphasized he spoke for himself personally and not for FCC or any other member. His colleagues meanwhile kept silent, making no comment on his statement.

A Rousing Welcome From Mid-America!

HERE'S THE MAIL COUNT THAT TELLS THE STORY:

September (with less than a month at our increased power and new frequency)	Up 86%
October	Up 137%
November	Up 209%

. . . . and it's still climbing!

Frankly, here at KCMO, we wondered how soon all our listeners would find us at the "8-Ten Spot".

With our rise to 50,000 watts daytime *non-directional*, and 10,000 watts night, we wondered, too, how many NEW listeners we'd gain.

Our mail count from the date of the switch-over, September 9th, tells the story. From the first day it's been going up—and it's still rising.

All across the length and breadth of this expanding Mid-America market, folks are tuning in their favorite ABC and KCMO programs "at the 8-Ten Spot". For coverage that's economical and complete, it's KCMO —Kansas City's most powerful radio station for Mid-America.

KCMO

KANSAS CITY, MISSOURI

Basic ABC for Mid-America

Represented by John E. Pearson Co.

More Advertisers, National and local, are using KOIL* than ever before!

STUART STATIONS KOIL WDGY

EDWARD PETRY CO., INC.
NATIONAL REPRESENTATIVES

*ABC in Omaha and Council Bluffs

CHARLES T. STUART—EXEC. DIR. W. J. NEWENS, MGR.

BROADCASTING
TELECASTING

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Bruce Robertson, *Senior Associate Editor.*
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Fred W. Sample, *Manager;* John Osborn.

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David Glickman, *Manager;* Ralph G. Tuchman, Ann August.

TORONTO BUREAU

417 Harbour Commission Bldg. *ELgin* 0775
James Montagnes, *Manager.*

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.
* Reg. U. S. Pat. Office

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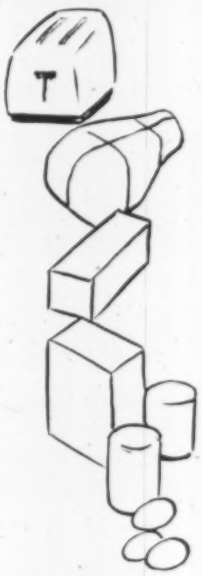
SUBSCRIPTION PRICE: $7.00 PER YEAR, 20c PER COPY

Meet the hottest salesman in town



Meet Jack Gregson, gentlemen. He's the hottest salesman in San Francisco and he's selling millions of dollars' worth of merchandise over KSFO.

Jack's more than a disc jockey, he's the leading radio personality to thousands of Bay Area people who enjoy hearing him ad-lib a commercial as much as they enjoy the records he plays. That's the secret to his amazing sales success . . . folks just like to hear him talk and they believe in him.

Right now Jack Gregson is selling everything from eggs to appliances. General Electric just signed him to a quarter hour across the board. Crystal Palace Market (largest food emporium in the West) swear he is responsible for some of their greatest sales successes. Regal Pale Beer tested Jack Gregson along with four other stations using a recipe book hook . . . Gregson outpulled every one by big margins.

Gregson's Disc Jockey Revue is on the air 3½ hours every day.

Wire, write or get in touch with KSFO's representatives, the Bolling Company. Put the hottest salesman in town on your sales staff!

560 KSFO SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

REPRESENTED NATIONALLY BY THE BOLLING COMPANY

The Lux Radio Theatre
(now in its 13th year on CBS)
averages more listeners to each broadcast
than <u>any</u> other program in Radio.

The Philharmonic-Symphony broadcasts
(in their 18th year on CBS)
are heard by more people each season
than have ever voted for any
President of the United States!

And consistently, CBS presents more
major <u>new</u> Radio programs, and
more major <u>new</u> Radio personalities,
to the American people than
any other network.

Why 99,000,000 people gather every week...

AT CBS!

These are three of the 27,253 reasons why nearly
a hundred million men, women and children (over 10 years old)
in every corner of the nation listen *each week* to CBS.

For there are 27,253 individual CBS broadcasts a year:
a consistent week-in, week-out pattern of *top*-network programming,
spanning the entire range of the best in Radio.

And wholly independent data show that these programs
are *the most effective* in all Radio; gathering audiences for CBS advertisers
at *less* cost than *any* other network's programs.

Behind these programs stand the resources of the complete CBS network,
including the largest Program Department in all Radio
—and the resources of the great companies who so consistently sponsor
CBS's most popular programs, *including more of the largest*
users of Radio than appear on any other network.

But behind these are the American people themselves, who created
Radio in this country in their own image; with all the vitality,
richness, and criss-crossing patterns of culture, of America itself.

Nowhere else in the world does Radio approach the rich quality
of American Radio, which broadcasts many more serious programs
and many more popular programs in any week than are heard
in other countries in months.

And nowhere else have the people themselves made of Radio
such a tremendous social and selling force . . . *still growing!*

Comprehensive studies show that the average U.S. Radio family
is listening more in 1947 than in *any* previous year: 4.6 hours a day,
for a total of 165,000,000 family-hours of *daily* family listening in America.

They listen . . . and in survey after survey the American people also vote
Radio their *first* preference in entertainment, and their *first* source of news.

How they judge CBS programs is shown simply and conclusively.

For 99,000,000 people now gather every week at CBS
—more people than ever before in CBS history—
to get the latest news and laughter, music and drama, ideas and goods.
And whether you measure their listening to "average" programs,
or to "top" programs alone, you find that CBS today delivers larger audiences
to its advertisers, for each dollar invested, *than any other network.*

The detailed, factual data which support all the statistical summaries in this message are available on your request.

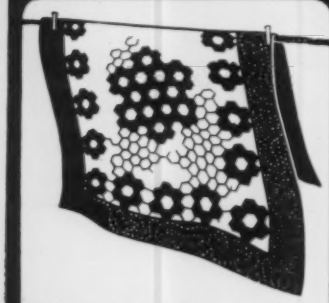
COLUMBIA BROADCASTING SYSTEM

— where 99,000,000 people gather every week

Remember the story about...

One patch...

Then another...



That grew into a quilt?

Nothing much to start with. But many a beautiful quilt started like that. Likewise with W-W-D-C. We spread a beautiful pattern over this enormously important D.C. market. To get sales at low cost you'd better make sure that your message goes out over the D. C. air at 1450 on A.M. . . 101.1 on W-W-D-C-FM. That's Washington's "listening station."

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Represented Nationally by

FORJOE & COMPANY

Feature of the Week

WMAR-TV's station wagon, mobile unit and auxiliary equipment tender.

* * *

AFTER a little over a month of operation, WMAR-TV, Baltimore Sunpapers' television station, has chalked up an enviable record. Thanks to the ingenuity of its programming staff and the mobility of its remote crews, the station has been going full steam ahead on special programs—well sponsored—as well as on a full sports coverage that would tax the facilities of a station twice its size.

A major percentage of remote pickups by the mobile unit are sponsored. The Navy-Georgia Tech football game was sponsored by a Crosley radio and television distributor; the Navy-Penn State game by a distributor of Emerson radios. Baltimore City College Polytechnic Institute game on Thanksgiving was sponsored by Philco and Stewart's department store. The Hub department store sponsored the first day's racing telecast from Pimlico. Wrestling is sponsored each week by Gunther Brewing Co., and professional basketball by National Brewing Co.

During WMAR-TV's first 14 days of operation, the station televised two races daily from the Pimlico race track, including one fed to NBC. This was in addition to the wrestling, basketball and civic events telecast during the evenings.

Under sponsorship of Equitable Trust Co. of Baltimore, WMAR-TV televised the Freedom Train, its personnel, many of the documents exhibited, and several of those visiting the train.

WMAR-TV's mobile unit is in a bus body rebuilt acording to designs by Chief Engineer Carlton G. Nopper. It has a tender to carry

(*Continued on page 80*)

Sellers of Sales

FOUR bells and 23 orchids conspired on Nov. 10 to make advertising news for Lenore Sanders, timebuyer for National Export Advertising Service, New York. The bells came from Jimmie Fidler whom Miss Sanders had just placed on KULA Honolulu for her client, Carter Product's Arrid deodorant. The orchids were the token of appreciation sent by Frank V. Webb, general manager of the outlet on which the program had been spotted.

And bells and orchids probably could not have found a more worthy recipient. Young, attractive and intelligent Miss Sanders has attended more colleges than a losing football coach. She received her B.A. degree at Hunter College, majoring in Romance languages. Then she switched to the U. of Wisconsin where she achieved her M.A. in Latin American relations. After that it was Duke U., topped off by a finishing job at a business school for Spanish stenography.

LENORE

At that point Lenore apparently had amassed enough distinction to answer a blind ad in the *New York Times*. The ad led to a job as a Spanish-speaking secretary for the Pan American Broadcasting Co., station representative. Three years later when the war broke out she took over the management of the firm while the owner, Gene Bernald, was in the army. Upon his return, she moved to Freemantle Overseas Radio, in charge of the Latin American division. It was in March 1947 that Lenore came to her present job as radio timebuyer for National Export Adv. Service. Here she has progressed to the point where she now buys all the export radio time for Lambert Pharmacal, Lever Bros., Quaker Oats Co., Carters Products, William R. Warner products and Heinz.

Notwithstanding the extent of her duties, Miss Sanders insists that she still has time for golf, piano, tennis, and most recently of course—collecting orchids.

5 PROFIT MARKETS it pays you to cover!

WGAL
Lancaster, Pa.
Established 1922

WKBO
Harrisburg, Pa.
Established 1922

WRAW
Reading, Pa.
Established 1922

WORK
York, Pa.
Established 1932

WEST
Easton, Pa.
Established 1936

STEINMAN STATIONS

NBC AFFILIATES

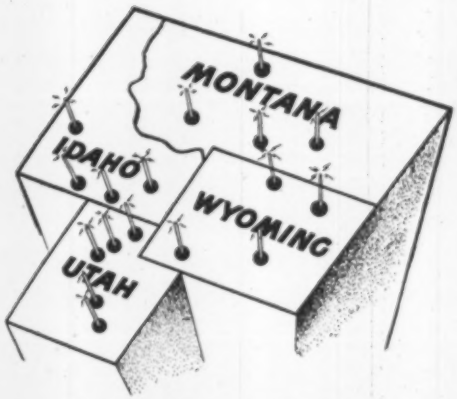
Available individually to suit your needs. Write:
Sales Representative

RADIO ADVERTISING COMPANY

New York • Los Angeles
Chicago • San Francisco

One of a series. Facts on radio listening in the Intermountain West

Intermountain Network Delivers 40.6% of the Audience



FOR RALSTON-PURINA

(12.6 Hooperating at 5:45 p. m.)

The Winter, 1947 Hooper reveals that "Tom Mix," aired for Ralston-Purina cereals at 5:45 p.m., had 40.6% of the audience and a rating of 12.6 in 14 intermountain cities including Salt Lake City. Here is the Hooper report:

URBAN AUDIENCE MEASUREMENTS

Winter, 1947
Monday thru Friday

Time	Use Sets In	INTER-MOUNTAIN NETWORK Rating	A Network Rating	B Network Rating	C Network Rating	All Others Rating
5:45 p. m.	31.0	12.6	3.4	4.7	9.6	0.7

14 Intermountain Network cities comprised of the following: Salt Lake City, Utah; Billings, Montana; Casper, Wyoming; Idaho Falls, Idaho; Logan, Utah; Miles City, Montana; Nampa-Caldwell, Idaho; Ogden, Utah; Powell, Wyoming; Price, Utah; Provo, Utah; Rock Springs, Wyoming; Sheridan, Wyoming; and Twin Falls, Idaho.

What the Intermountain Network has done for Ralston-Purina, Intermountain can do for you, too. See Avery-Knodel!

17 HOME TOWN MARKETS COMPRISE THE NEW INTERMOUNTAIN NETWORK

UTAH
KALL, Salt Lake City
KLO, Ogden
KOVO, Provo
KOAL, Price
KVNU, Logan

IDAHO
KFXD, Boise-Nampa
KFXD-FM, Boise-Nampa
KVMV, Twin Falls
KEYY, Pocatello
KID, Idaho Falls

WYOMING
KVRS, Rock Springs
KDFN, Casper
KWYO, Sheridan
KPOW, Powell

MONTANA
KBMY, Billings
KRJF, Miles City
KMFR, Great Falls *
KYES, Butte *

KALL
of Salt Lake City
Key Station
of the
Intermountain
Network
and its
MBS Affiliates

*Under Construction

THE INTERMOUNTAIN NETWORK Inc.

Concentrated Coverage where the people live

Avery-Knodel, Inc. National Representatives

New York — Chicago — Los Angeles — San Francisco — Atlanta

LISTENING with a

a PURPOSE

Stations whose listeners tune "with a purpose" sell more goods.

The appeal of such stations varies from the superficial to the profound. Listeners emotions are that way.

As a part of this pattern, which compels attention, the commercial message is rational. It is in context.

We know that such circumstances—which give a station an "acceptance-plus—" exist in the case of WSAI.

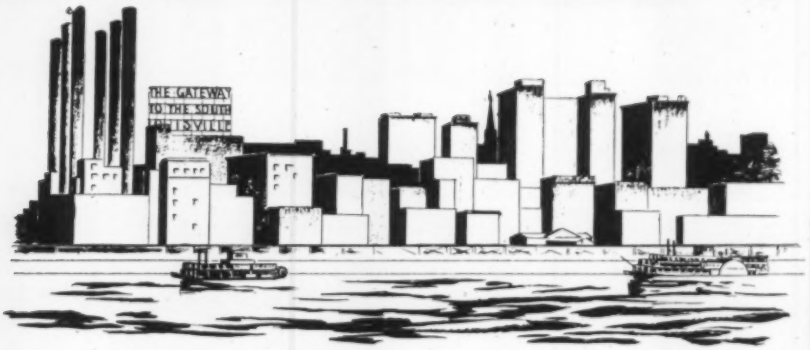
CINCINNATI

WSAI – A.B.C.

A Marshall Field Station

Avery-Knodel

how would you like a 9.1 LOCAL "DIXIELAND" in LOUISVILLE ?



Far be it from us to play upon the local tastes, the sectionalism that characterizes *every* part of these otherwise United States. But you know that what sounds good in de Nawth will often get you murdered in de Souf—or even maybe in the East or West! *And that's one of the big reasons for spot-broadcasting.*

In Louisville, the top local show on the air is WAVE's Dixieland orchestra—the Georgia Wildcats—a 12:00 noon to 12:30 live talent jamboree that boasts a 9.1 Hooper*. No, it might not "go" in New York—but that's what we *said* in the first paragraph!

Here at F&P, we know a lot about what kind of shows will get you the most for your money in every section, with "Bull's-Eye Radio". This knowledge is yours for the asking. How about drawing on it?

**Winter-Spring, 1947*

EXCLUSIVE REPRESENTATIVES:	
ALBUQUERQUE	KOB
BEAUMONT	KFDM
BOISE	KDSH
BUFFALO	WGR
CHARLESTON, S. C.	WCSC
COLUMBIA, S. C.	WIS
CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
HOUSTON	KXYZ
INDIANAPOLIS	WISH
KANSAS CITY	KMBC-KFRM
LOUISVILLE	WAVE
MILWAUKEE	WMAW
MINNEAPOLIS-ST. PAUL	WTCN
NEW YORK	WMCA
NORFOLK	WGH
OMAHA	KFAB
PEORIA-TUSCOLA	WMBD-WDZ
PORTLAND, ORE.	KEX
RALEIGH	WPTF
ROANOKE	WDBJ
SAN DIEGO	KSDJ
ST. LOUIS	KSD
SEATTLE	KIRO
SYRACUSE	WFBL
TERRE HAUTE	WTHI
TELEVISION:	
ST. LOUIS	KSD-TV

FREE & PETERS, INC.

Pioneer Radio and Television Station Representatives

Since May, 1932

NEW YORK:	CHICAGO:	DETROIT:	FORT WORTH:	ATLANTA:	HOLLYWOOD:	SAN FRANCISCO:
444 Madison Ave.	*180 N. Michigan Ave.*	*Penobscot Bldg.*	*406 W. Seventh St.*	*Palmer Bldg.*	*6331 Hollywood Blvd.*	*58 Sutter Street*

BROADCASTING
TELECASTING

VOL. 33, No. 22 WASHINGTON, D. C., DECEMBER 8, 1947 $7.00 A YEAR—20c A COPY

Capehart Requests Investigation of Durr

Charges The Attack On FBI Reports Is 'Sabotage'

CONGRESSIONAL INVESTIGATION of FCC Commissioner Clifford J. Durr was called for Thursday by an angry member of the Senate Foreign and Interstate Commerce Committee, Senator Homer Capehart (R-Ind.). The Senator charged that Commissioner Durr's attack on the FBI's reports to the FCC was "a brazen effort to sabotage the FBI in its lawful duty and responsibility to uncover Communists and other disloyal persons."

"I charge that Mr. Durr was derelict in his duty in NOT making efforts to see that the 'tips' or 'leads' furnished by the FBI were thoroughly explored," the Senator said. "There are many angles to this smelly case that remain to be cleared up if the confidence of the people in the FCC is not to be seriously impaired."

Not only Mr. Durr, but all members of the FCC were included in Senator Capehart's call for an investigation of "the Durr affair." The Senator declared, "I believe that Congress . . . should make a thorough investigation . . . An appropriate committee of the Congress should question all members of the FCC, Director J. Edgar Hoover of the FBI, and any other persons who may be able to give pertinent testimony." (text of statement on page 82).

Furor Had Subsided

Before the Capehart statement, the incident had been closed as far as the FBI and the FCC were concerned. Relations between the two agencies, temporarily suspended after Mr. Durr's attack, had been resumed. But Commissioners Durr and Jones had engaged in a public dispute over the right of the FBI to furnish FCC with information on prospective applicants.

Acting Chairman Paul Walker of the FCC had sent Mr. Hoover what amounted to a public apology for Mr. Durr's attack; expressed the confidence of the FCC in the work of the FBI; and requested resumption of FBI reports to the FCC. Mr. Hoover accepted the letter and declared that FBI reports again would be sent to the Commission.

Mr. Walker's letter follows:

Dear Mr. Hoover:

This is in reference to your letter of November 21, 1947, which we discussed last week. The letter referred to an article by Mr. Marquis Childs pertaining to certain statements of Commissioner Durr concerning the furnishing to the Commission by the Federal Bureau of Investigation of "unsolicited reports on individuals connected with radio."

Any statement Commissioner Durr made was on his own personal responsibility. He did not discuss the matter in advance with other members of the Commission, and in making the statement he did not purport to be speaking for the Commission. He has himself requested that we make this entirely clear to you.

The Commission has asked me to express its confidence in the Federal Bureau of Investigation and to advise you that it is desirous of receiving from your Department information concerning matters within the jurisdiction of the Commission.

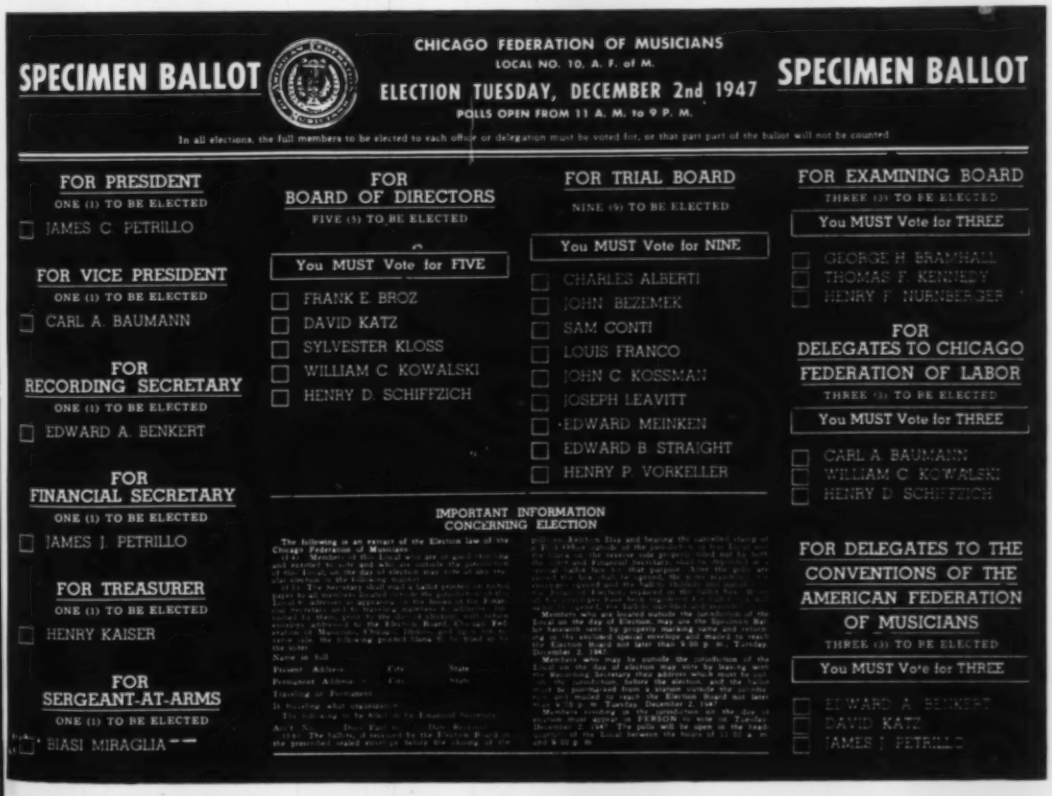
By direction of the Commission:
PAUL A. WALKER,

To date, Commissioner Durr has not backed down on his charges that these reports were based on "gossip, rumor, and non-expert opinion on political, economic or social philosophies," and that they were "unsolicited." Immediately after Commissioner Walker sent the letter to Mr. Hoover, Commissioners Durr and Jones issued statements expressing opinions.

While Durr maintained the position he first stated in his Chicago

(Continued on page 81)

Jimmy Petrillo Wins in a Walk—But He Ran Alone



CHICAGO FEDERATION OF MUSICIANS
LOCAL NO. 10, A. F. of M.

SPECIMEN BALLOT — ELECTION TUESDAY, DECEMBER 2nd 1947 — SPECIMEN BALLOT

POLLS OPEN FROM 11 A. M. to 9 P. M.

In all elections, the full members to be elected to each office or delegation must be voted for, or that part part of the ballot will not be counted

FOR PRESIDENT
ONE (1) TO BE ELECTED
☐ JAMES C. PETRILLO

FOR VICE PRESIDENT
ONE (1) TO BE ELECTED
☐ CARL A. BAUMANN

FOR RECORDING SECRETARY
ONE (1) TO BE ELECTED
☐ EDWARD A. BENKERT

FOR FINANCIAL SECRETARY
ONE (1) TO BE ELECTED
☐ JAMES J. PETRILLO

FOR TREASURER
ONE (1) TO BE ELECTED
☐ HENRY KAISER

FOR SERGEANT-AT-ARMS
ONE (1) TO BE ELECTED
☐ BIASI MIRAGLIA

FOR BOARD OF DIRECTORS
FIVE (5) TO BE ELECTED
You MUST Vote for FIVE
☐ FRANK E. BROZ
☐ DAVID KATZ
☐ SYLVESTER KLOSS
☐ WILLIAM C. KOWALSKI
☐ HENRY D. SCHIFFZICH

FOR TRIAL BOARD
NINE (9) TO BE ELECTED
You MUST Vote for NINE
☐ CHARLES ALBERTI
☐ JOHN BEZEMEK
☐ SAM CONTI
☐ LOUIS FRANCO
☐ JOHN C. KOSSMAN
☐ JOSEPH LEAVITT
☐ EDWARD MEINKEN
☐ EDWARD B. STRAIGHT
☐ HENRY P. VORKELLER

FOR EXAMINING BOARD
THREE (3) TO BE ELECTED
You MUST Vote for THREE
☐ GEORGE H. BRAMHALL
☐ THOMAS F. KENNEDY
☐ HENRY F. NURNBERGER

FOR DELEGATES TO CHICAGO FEDERATION OF LABOR
THREE (3) TO BE ELECTED
You MUST Vote for THREE
☐ CARL A. BAUMANN
☐ WILLIAM C. KOWALSKI
☐ HENRY D. SCHIFFZICH

FOR DELEGATES TO THE CONVENTIONS OF THE AMERICAN FEDERATION OF MUSICIANS
THREE (3) TO BE ELECTED
You MUST Vote for THREE
☐ EDWARD A. BENKERT
☐ DAVID KATZ
☐ JAMES J. PETRILLO

IMPORTANT INFORMATION CONCERNING ELECTION

The following is an extract of the Election law of the Chicago Federation of Musicians

(1) Members of this Local who are in good standing and entitled to vote, and who are outside the jurisdiction of this Local, on the day of election may vote at any regular election in the following manner:

(2) The Secretary shall mail a ballot printed or written paper to all members located outside the jurisdiction of this Local, addressed to appear in the home of the Financial Secretary, at least ten days before the election.

(3) Each member desiring to vote shall mark the ballot sent to them, prior to the day of election, with initials or signature, and return the ballot to Board. Chicago Federation of Musicians, 175 West Jackson Boulevard, Chicago, Illinois, in a sealed envelope, on the following printed form, to be filled in by the voter.

Name in full ...
Present Address ... City ... State ...
Permanent Address ... City ... State ...
Traveling or Permanent ...
In traveling what organization ...

(4) The following to be filled in by Financial Secretary:
Application for Membership Received ... 19...
Application Approved ... 19...
Dues Paid to ... 19...
Initiation Fee Paid ... 19...

(5) The ballot so received by the Financial Secretary at the prescribed sealed envelope before the closing of the polls on the day of election, shall be opened by the Financial Secretary and he shall then deposit the envelope containing the ballot in the regular ballot box, and shall enter the name of the member voting in the register of members voting.

(6) Members who are located outside the jurisdiction of the Local on the day of Election, may vote by Sponsored Ballot herewith sent, by properly marking same and returning in the enclosed special envelope and mailed to reach the Election Board not later than 9:00 p. m. Tuesday December 2, 1947.

Members who may be outside the jurisdiction of the Local on the day of election may vote by leaving with the Recording Secretary their address which must be outside the jurisdiction before the election, and the ballot must be purchased from a station outside the jurisdiction and mailed to reach the Election Board not later than 9:00 p. m. Tuesday December 2, 1947.

Members residing in the jurisdiction on the day of election must appear at PERSON to vote on Tuesday December 2, 1947. The polls will be open in the headquarters of the Local between the hours of 11:00 a. m. and 9:00 p. m.

Junior Jimmy Also Victor In Chicago Local 10-Strike

JAMES CAESAR PETRILLO was winner in Tuesday's balloting for president of Local 10, American Federation of Musicians (Chicago) because he had no opposition.

Neither did Carl A. Baumann, Edward A. Benkert, James J. Petrillo (son of James C.), Henry Kaiser, and Biasi Miraglia, running for vice president, recording secretary, financial secretary, treasurer, and sergeant-at-arms, respectively.

When No. 10's board of directors prepared the slate shown in the adjoining reproduction, they did so without consulting the rank-and-file of Petrillo's home local.

Unlike the United Automobile Workers, who, at their last convention, threw out a majority report of their directors and adopted a minority report, and unlike the printing trades and maritime unions, whose official publications reserve space for anti-administration comments, the Chicago union conducts itself in this manner:

When election time approaches, the board of directors selects (real-

(Continued on page 90)

Rayve Shifting 75% Budget From Network to Local Shows

THE 1948 radio plans for Rayve Creme shampoo contemplate a switch in policy so that instead of expanding into new network time, 75% of the total budget will go into local radio, R. A. Porter, head of the New York office of Roche, Williams & Cleary, which handles the account, revealed last week.

Increased competition in the shampoo field has resulted in this radical switch to emphasize local programs, Mr. Porter explained.

The 1948 campaign will include one-minute musical commercials, and local quarter and half hour programs selected for popularity. Radio time will be backed by four-color, half-page and full-page ads in 15 top-circulation magazines, based on the claim that Rayve Creme Shampoo uncovers new color in the hair and was first Creme shampoo sold in tubes.

The company formerly sponsored two network programs, *The Sammy Kaye Show* and *Grand Marquee* on NBC. It is still retaining sponsorship of the *Sheila Graham* program on the Don Lee Network. No other network show aside from the latter will be added in 1948, however.

Rayve becomes the second major radio advertiser within a fortnight to reallocate its budget. Previously Stanback Co. Ltd., Salisbury, N. C., through Piedmont Adv. Agency, had announced its departure from a 17-year policy of national spots. Company instead will use the transcribed *Peter Donald Show* five nights weekly on regional type stations in 60 major markets [BROADCASTING, Dec. 1].

BOB BURNS DROPPING NETWORK FOR DISCS

BOB BURNS, radio and movie star confirmed in Chicago Dec. 2 reports that he was withdrawing from network radio in favor of transcribed co-ops.

Mr. Burns said his decision was based on a desire to give radio back to the radio stations and to break away from agency and network domination.

He also said his programs would be produced by Star Transcription Co., New York, as weekly 30-minute open-end transcriptions available for local sponsorship.

Four Post-Season Games To Be Aired by Gillette

GILLETTE Safety Razor Co., New York, will sponsor four football games on Dec. 27 and New Year's Day on three networks (MBS, ABC, CBS) it was announced last week by J. P. Spang Jr., president of the firm. Broadcast of the games will be carried on more than 1000 stations throughout the United States.

The first game, the annual Blue-Gray contest, will be carried on Dec. 27 from Montgomery, Ala., on MBS at 2:45 p.m. The other games will be played on New Year's Day. The Orange Bowl game between Georgia Tech and Kansas will be broadcast from Miami on CBS at 1:45 p.m. The Sugar Bowl game between Alabama and the U. of Texas will be on ABC at 2:30 p.m. from New Orleans. The annual East-West All-Star game from San Francisco, starting at 4:45 p.m. will be heard on MBS.

Maxon Inc., New York, is the agency for Gillette Co.

Drawn for BROADCASTING by Sid Hix

"That one is really pulling the bets from Washington."

EVERYBODY'S HAPPY, including Comedian Peter Donald (seated, center), as contract is closed for new 5-weekly transcribed program to be sponsored nationally by Stanback Headache Powders. Show will be aired over key regional stations in major markets. Seated (l to r): Charles Stark, producer and director; Mr. Donald, star of program; John J. Larmer, president of Piedmont Advertising Agency Inc., Salisbury, N. C. Rear: Peggie M. Springstead (l), account executive, Charles Stark Inc., and Larry Surles, radio program advisor for agency.

Taylor Tests

TAYLOR-REED Corp., Glenbrook, Conn., through its agency, St. Georges & Keyes, New York, will begin a test campaign for its Vichy Pastilles, anti-acid tablets, on Jan. 12 in New York. One-minute spot announcements and participation on an unannounced show are scheduled to run for three months on several metropolitan stations. Stanley Keyes is the account executive.

P & G AGENCIES TOLD TO USE BMB SURVEY

PROCTER & GAMBLE CO., largest user of radio time to advertise its various products, has recently instructed its advertising agencies to make full use of BMB audience data in the preparation of station schedules for P & G radio campaigns.

Commenting on BMB, W. W. Ittman, director of media for P & G, said:

"We have found the Broadcast Measurement Bureau reports most useful in our station analysis and in planning our radio advertising. We are unequivocally in favor of the continuance of the BMB principle of tri-partite research. We, of course, hope that as time goes on BMB will develop more and more refined techniques for determining radio coverage, which will be correspondingly more valuable to the advertiser."

Mr. Ittman further stated, ". . . we want to point out that this statement represents the position of the Procter & Gamble Company on this matter, not simply my attitude or that of any other individual within the company."

BROWN IS NAMED HEAD OF ANA RADIO GROUP

THOMAS H. BROWN JR. has been named to fill the newly created position of executive head of The Radio Council of the Association of National Advertisers, ANA announced last week.

The position supplements the executive committee which has operated in the Radio Council the past two years to study technicalities in using radio as an advertising medium. The committee includes officials of leading firms using radio. Mr. Brown will now serve as the advisor and councilor on television, programming, time, listener and other problems concerning radio.

Mr. Brown

Before joining ANA, Mr. Brown was assistant to the president of Dancer - Fitzgerald - Sample Inc., New York, and prior to that time was secretary and general manager of American Home Products Corp., New York, and vice president and general manager of Whitehall Parmacal Co., New York.

Rooney Pact Delayed

FORMAL signing of Mickey Rooney to a CBS term contract has been delayed by the need for clearing details with MGM. Filmstar, following a contractual agreement will cut audition platters under supervision of Ernest Martin, the network's Hollywood director of transcontinental programs. No format has yet been selected and *Boys Town* radio rights owned by Mr. Rooney will not be used. Earliest airing, assuming sponsorship, would be in February following the star's return from England.

Editorializing Hearing Now March 1

Fight Looms on Issue Formerly Scheduled To Start Jan. 12

WITH a stormy fight already looming, FCC last week postponed the starting date of its radio editorializing hearing from Jan. 12 to March 1.

The decision to postpone was announced Wednesday without explanation, a few days after the Commission had taken the unusual step of dispatching letters to 49 organizations and 36 private individuals asking them to testify in the hearing or at least submit their views in writing. The invitations reportedly were issued over the protests of Comrs. E. K. Jett and Robert F. Jones.

A score of others already have indicated their views pro or con, or, without stating their position, have told FCC they wish to be heard. The hearing involves the question of whether FCC should relax its "Mayflower" doctrine banning editorializing by stations.

Extends Filing Date

In postponing the hearing, FCC extended to Dec. 31 the time in which other interested persons may signify their wish to participate. "Such notices of appearance may be in the form of a letter to the Commission," FCC said. They should show the name of the witness, the organization represented, the subjects on which testimony will be presented, and the time required.

Among those invited by FCC to present their views on the subject was Charles A. Siepman, one of the authors of the much-controverted FCC Blue Book. Others on the invitation list included members of the Commission on Freedom of the Press and the President's Committee on Civil Rights; former Senators Burton K. Wheeler (D-Mont.) and Robert La-Follette Jr. (Progressive-Wis.); Sidney Kaye, BMI executive vice president and general counsel; college professors, attorneys, and theologians.

NAB, which under President Justin Miller has conducted an active campaign to remove the Mayflower restrictions, has not yet filed its brief but indicated that one would be submitted shortly. CBS, ABC, and Yankee Network also have indicated they would participate in the hearing, along with some station executives.

Most of the correspondence thus far received by the Commission consists of cards and letters stating personal attitudes toward the Mayflower edict, and notices of intent to appear which give no indication of what stand will be taken.

In a formal brief, however, Elias L. Godofsky, president of WHLI and WHNY (FM) Hempstead, N. Y., protested that FCC is abridging free speech so long as the Mayflower ban remains in force. He said the "scarcity of frequencies" argument is no longer valid, "if it ever was," and that "the fear of monopoly in radio communications is now a myth."

Cornell U., licensee of WHCU Ithaca, which has asked FCC for an opinion on the station's right to editorialize on a local matter, notified the Commission that Dr. Edmund E. Day, Cornell president, and Michael R. Hanna, station manager, would testify for modification of the ruling.

Other Opinions

J. A. Beirne, president of Communications Workers of America, opposed any change in the Mayflower policy on grounds that stations are "too closely dependent upon advertising revenues" to give "fair and reasonable" editorial treatment to such matters; that station owners are not representative of the people of the nation, and that broadcasters' past handling of their responsibilities does not justify FCC's giving them a new one.

Norman Gelber of Berkeley, Calif., wrote that "unless Mr. Miller [NAB President] can prove conclusively that he has altered human nature for the better and that broadcasters, by some special immunity, can resist the economic interests of the advertisers, I would advise the Commission to disallow his request for revising the Mayflower decision."

Stella Holt, executive secretary of the Voice of Freedom Committee, said a Committee representative would oppose revision.

Maude C. Keator of Alameda, Calif., expressed "complete agreement with President Justin Miller."

E. Brooks of Chicago contended there already is too much opinion on the air: "We want no more of it, and indeed a diminishing of lying propaganda," he declared.

Robert D. Leigh, chairman and director of the Public Library Inquiry of the Social Science Research Council, wrote: "In general, I would represent the deliberations of the general problem of editorial adequacy on the part of the Commission on the Freedom of the Press during its two and a half years of activity, but in its strict legal sense I would state my own opinion."

Mrs. E. Straub of Alameda, Calif., said "labor should have equal opportunity to voice their side."

Mrs. Helen Dunbar, also of Alameda, asked the Commission to "give us at least a little of the privilege granted Big Interests.

(*Continued on page 84*)

Networks To Drop Interim Code Plan

May Discuss Joint Action After NAB Adopts Final Standards

PROPOSAL of Niles Trammell, NBC president, for adoption of interim standards of practice code by the four major networks pending further code action by the NAB appeared last week to have failed.

An official of another network reported that in his view it was unlikely that any network would agree at this time to the adoption of standards. Although NBC had no official comment on the subject, it was learned that plans for future meetings of the networks had been abandoned.

Consensus of the other three networks at what was described as an informal meeting of executives last week was that it would be untimely for the networks to proceed with a code of their own.

It was agreed, at least among the other three networks, to await future action by the NAB on an industry-wide code. NBC, it was said, had also come to that view.

One network official pointed out that perhaps any standards adopted by the entire industry would not be as stringent as those which would prevail on network programs. In event the networks decided, after the passage of an industry-wide code, that their standards should be more rigid, they could adopt additional measures, he said.

Freedom of Speech in Danger—Miller

Head of NAB Addresses Radio and Ad Groups In New York

ADVERTISING and free speech face threats to their very existence from emotional critics and power-hungry government officials, NAB President Justin Miller told a combined luncheon held last Wednesday at the Hotel Roosevelt, New York, by the Radio Executives Club and the Advertising Club of New York.

Facing leaders in the advertising, broadcasting and related industries, Judge Miller said they must unite to convince the public that advertising is a means of education serving the public interest.

He then turned on newspapers and trade journals "which are so intense about the supposed need for broadcasters to 'rare back' and pass a day-after-tomorrow miracle" for their criticism of NAB's code-writing procedure. (See Open Mike, page 46.)

Defending the series of events that have marked code-adoption procedure to date, he suggested that newspapers and trade journals devise standards of practice for themselves.

"So far, they haven't made a good start," he said, speaking of the publications. He then interpolated this sentence which did not appear in the advance text, "Perhaps by reason of their contact with the NAB and its members they may be able to get some basis upon which they can proceed."

Judge Miller added, "But we appreciate their interest and their assistance, nevertheless. Out of the withering cross-fire of criticism which is poured into any published proposals will come fuller consideration and deeper understanding. But it means, also, that which is inevitable in legislation—compromise. Surely, it is not necessary for me to emphasize that point to a group of hard-headed realists such as this. And it means, also, delay."

Hedges Presided

William S. Hedges, NBC vice president and president of Radio Executives Club, presided at the combined luncheon, attended by a crowd that filled the Roosevelt's Grand Ballroom. Gene Thomas, sales manager of WOR New York and president of the advertising club, introduced Judge Miller, whose subject was "Advertising in the Public Interest."

After referring to comments of Niles Trammell, NBC president, along this line at the NBC 1946 convention, he reviewed the confused language in the Communications Act and the ambiguity of the phrase "public interest, convenience or necessity," and said there is no justification for substitution of the term "public service," which has an entirely different meaning. He proposed this definition:

> **The term "public interest, convenience or necessity" as applied to radio broadcasting means that which concerns, affects or pertains to the convenience, need, benefit, advantage or profit of the people as a whole; by insuring to them that there shall be, in the broadcast transmission of ideas and information of every lawful character, such freedom of speech, freedom of economic competition and freedom from unnecessary physical interference as is intended by the Constitution of the United States.**

He declared flatly that "advertising serves the needs and the convenience of the people as a whole; that it directly concerns, affects and pertains to their benefit, advantage and profit—personally and

(*Continued on page 83*)

$350,000 RCA and GE Units Bought for 'News' TV Outlet

TWO CONTRACTS totaling well over $350,000 were signed last week by F. M. Flynn, president and general manager of the *New York News*, for transmission and studio equipment for the new video station WLTV New York, which the paper hopes to have ready for operation early next year.

From RCA the *News* ordered a 5 kw transmitter with associated pickup and relay equipment, including a high-gain antenna and two complete field pickup units with four image orthicon remote cameras and their allied apparatus.

* * *

TWO STEPS toward a new New York television station, WLTV, were taken last week when F. M. Flynn (seated in both pictures), president and general manager of *New York Daily News*, completed arrangements with General Electric and RCA for equipment. Mr. Flynn (in picture above) points out to H. J. Mandernach (l), New York district manager of GE's electronics department, and Clifford E. Denton, Mr. Flynn's assistant, the contemplated distribution of studio apparatus the *News* had ordered from GE for its video outlet. Transmitter will be an RCA, and in picture below Orrin E. Dunlap Jr., RCA vice president in charge of advertising and publicity, and Mr. Flynn, are shown conferring on terms of contract for the transmitter. WLTV is expected to begin test operations in the spring, according to Mr. Flynn.

Studio Equipment

General Electric Co. will supply the *News* video station with its studio equipment, comprising three image orthicon studio cameras, monitoring and control consoles, camera dollies, microphone booms and other studio apparatus. GE is also furnishing movie projection facilities that will enable WLTV to telecast both 35 mm and 16 mm film. Projection apparatus also includes a balopticon unit specially developed for use in television, plus conventional slide projectors. The master control room also will be equipped by GE throughout.

The GE contract is said to total more than $150,000. RCA contract approximates $225,000. Mr. Flynn, in commenting on the GE contract, said "The *News* is looking to the engineering accomplishments of WRGB, General Electric's station in Schenectady . . . We hope to borrow a little of their know-how."

Plans Building Additions

WLTV will operate on Channel 11 (198-204 mc). Present plans call for three stories to be added to the *News* Building, in midtown Manhattan, to be used for studios for the station, whose transmitter will be based on the *News* Bldg. roof. Antenna will be 800 feet above street level.

Other television developments of the week in this issue:

WMAR-TV Building Sets Record ..... p. 10
Video Sets in Philadelphia ..... p. 32
Breakdown of All TV Grants and Applicants ..... p. 33
TBA Clinic Agenda Set in New York ..... p. 40
Standardized Video Set Ads Asked by Better Business ..... p. 60
WBT Charlotte Files For TV ..... p. 85
WTMJ-TV Goes On Air in Milwaukee ..... p. 85
Site for KGO Video and FM Purchased ..... p. 85
Yankee Network Slates Television Clinic ..... p. 89
Eiges Cites Navy Television Uses ..... p. 91

(Also see various note departments for video personal changes, appointments, etc.)

COE TO MANAGE VIDEO OUTLET OF N. Y. 'NEWS'

ROBERT L. COE, chief engineer of KSD St. Louis and manager of KSD-TV, last week was named manager of the *New York Daily News* television station, due to go on the air early in 1948 on channel 11.

Mr. Coe

Mr. Coe's appointment was announced by F. M. Flynn, president and general manager of the *News*, who named three members of the *News* staff to other key positions with the new video station. Clifford E. Denton was appointed operations manager, B. O. Sullivan commercial manager, and Carl Warren, news and special events manager.

KSD-TV announced Friday that Thomas E. Howard, former assistant chief engineer, will succeed Mr. Coe.

Huge Boom Is Forecast In Sales for Television

THE VIDEO MARKET, including providing transmitting and studio equipment for television stations and receivers for the viewing public, should reach five billion dollars in the next few years, Larry E. Gubb, chairman of Philco Corp., told the Buffalo Rotary Club last week.

Estimating that the 1947 video set output and sale will total about 175,000, Mr. Gubb said he foresees a 1948 total of some three times that number, with a retail value of $200,000,000 or more. He stated that the "real advance" in the receiver field will be through projection receivers, where a large picture can be produced from a small tube.

On the broadcasting side, Mr. Gubb said it will not be long before there are television networks connecting most of the country's major cities; that these networks "will open a tremendous field."

Miami, Dayton and Atlanta TV Permits Asked by Cox Stations

THREE APPLICATIONS for television were filed Friday with FCC by James M. Cox Radio Stations in Dayton, Atlanta and Miami. With the announcement of filing, J. Leonard Reinsch, managing director of the Cox stations, said that contingent contracts with RCA totaling over $1,000,000 in television equipment and installation costs had been signed.

If all of Mr. Cox's video and FM applications go through, all three cities will have Cox-owned AM, FM and TV outlets. Mr. Reinsch said that the channels applied for were: in Dayton, Channel 13; in Atlanta, Channel 5 or 8, and in Miami, Channel 5.

Managers Named

Robert Moody has been named manager of the Dayton video operation, James Le Gate for the Miami outlet, and John Outler Jr., for Atlanta. Mr. Reinsch, as managing director of the Cox stations, will supervise the overall video operations.

Transmission facilities in Atlanta will be located on a 20-acre tract on Peachtree St., near Rhodes Center. A 500-ft. tower will be erected. Another 500-ft. tower will be constructed on the Wilmington Pike outside Dayton for the WHIO affiliate outlet. In Miami, the antenna will be mounted on the *Miami Daily News* Tower, Biscayne Blvd. Each station will be equipped with complete facilities for remotes, with mobile cameras.

Current status of FM for the Cox stations is as follows: WIOD-FM in Miami is now in commercial operation; an FM grant has been approved for WSB Atlanta, and an application is pending for WHIO Dayton.

The Cox stations are also among newspaper-owned outlets cooperating in the experimental use of facsimile broadcasting.

COX STATIONS, entry in the television field was presaged by the signing of a contingent contract for over $1,000,000 worth of video equipment for three outlets. J. Leonard Reinsch (l), managing director of the Cox newspapers radio stations, and George C. Biggers, president of the Journal Co., publishers of the *Atlanta Journal*, look on while P. G. Walters of RCA completes the deal. Atlanta, Miami and Dayton, Ohio, channels have been asked in applications filed with FCC Friday.

FMA Convention Oct. 11-12, Chicago

Fall Session Will Avoid Conflict With Annual NAB Meeting

SECOND annual convention of FM Assn. will be held Oct. 11-12 at the Hotel Sheraton, Chicago [CLOSED CIRCUIT, Nov. 24], FMA President Everett L. Dillard announced Thursday following a meeting of the organization's Executive Committee. FMA also took steps to speed development of FM networks through existing land-line or coaxial cable links, approved membership of a liaison committee to work with Radio Manufacturers Assn. and authorized appointment of a special FMA Network Committee.

FMA's board, by mail ballot, authorized Bill Bailey, executive director, to arrange the October convention. An October date was selected to avoid another conflict with NAB's convention, which will be held at Los Angeles May 17-20.

Conflict with NAB's meeting last September held down FMA's attendance, Mr. Bailey said. "Because of requests from manufacturers who want to display at both the NAB and FMA conventions, our board deemed it advisable to meet at a time not in conflict with the NAB."

Selection of the Chicago site is expected to draw maximum attendance to the FMA meeting and to attract a large number of manufacturers. Attendance is expected to be greatly in excess of the New York figure, which included 326 officially registered and about 200 unregistered.

Sheraton Hotel Selected

The Sheraton, located at 505 N. Michigan Ave., Chicago, next to Tribune Tower and across the street from the Wrigley Bldg., has adequate sample rooms, lunch, banquet and meeting facilities, according to Mr. Bailey.

Tentative convention program calls for morning and afternoon meetings Monday and Tuesday, with luncheon sessions and a Monday night banquet.

Announcement of the convention followed the first meeting of the Executive Committee since September. Meeting Wednesday at FMA's new offices on the mezzanine floor of the Munsey Bldg., in the 1300 block of E St., Washington, the committee handled a heavy agenda of association problems.

The committee authorized Leonard H. Marks, FMA general counsel, to take "immediate steps" to obtain "common carrier network facilities capable of handling frequencies up to 15,000 cycles at rates commensurate and equitable with those available for wide-band transmissions to other broadcast services."

Although the FMA announcement made no mention of television, it was recalled that during hearings on the use of TV Channel No. 1 (44-50 mc) a fortnight ago, Mr. Dillard, who also is president of Continental Network, testified that the AT&T had turned down Continental's application for use of the audio portion of the New York-Washington coaxial cable.

Comr. E. K. Jett had commented that the FCC might "look into" the possibilities of network line facilities for FM.

Whether FMA will ask the Commission for an investigation of the long-line structure could not be determined, although members of the Executive Committee were understood to favor such a move.

According to some of the FMA committee members who attended Wednesday's meeting, FM broadcasters feel that if the AT&T provides a coaxial cable without charge to television, which broadcasts commercial programs, FM stations should be permitted use of the cable for sustaining experimental purposes.

In taking up the campaign for additional FM network facilities, FMA explained that it is not fighting the battle for Continental or any other FM hookup. Rather, it is handling the problem from an FM industrywide standpoint. The new FMA Network Committee will consist of representatives from each of the regional networks. The committee will name its own chairman.

FMA released a statement on growth of FM. It said: Within a year investment in FM facilities will amount to $100,000,000 with FM set manufacturing gross reaching $400,000,000; FM broadcasting is beginning to show a profit; 340 FM stations are on the air, with 1,000 operating by the end of 1948; at least eight regional FM networks are functioning, with others planned.

Members appointed to the RMA liaison committee are: Thomas F. McNulty, WMCP Baltimore, chairman; Sol Chain, WBIB New Haven, Conn.; George Arnold Jr., WTAD-FM Quincy, Ill.; Ben Strouse, WWDC-FM Washington; Elias Godofsky, WHNY Hempstead, N. Y.; Matthew Bonebrake, KOCY-FM Oklahoma City; C. M. Jansky Jr., Jansky & Bailey, Washington; Mr. Dillard, Mr. Marks and Mr. Bailey.

Mr. McNulty was authorized to seek an immediate meeting with the RMA to discuss mutual problems, chief of which is the growing market for FM sets being created through FMA member promotion, the committee stated.

Dual Marking Hit

Many complaints have been received from broadcasters and listeners, as well as from the National Better Business Bureau, about dual marking of dials on FM sets. Some sets are marked by megacycles, others by band and still others by both. Furthermore, complaint has been made that the dial markings, whether megacycle or channel or both, are so close that listeners find

(*Continued on page 82*)

A BRIGHT FUTURE for FM was envisioned by the FM Assn. executive committee meeting in Washington last Wednesday for the first time since the FMA convention Sept. 12-13 in New York. Seated, l to r, Thomas F. McNulty, WMCP Baltimore, treasurer; Everett L. Dillard, WASH Washington, president; Bill Bailey, executive director. Standing, l to r, E. Z. Jones, WBBB-FM Burlington, N. C.; David G. Taft, WCTS Cincinnati; C. M. Jansky Jr., of Jansky & Bailey, Washington; Ben Strouse, WWDC-FM Washington.

Havana Agreement Cheers Engineers

NARBA Conference Ends After Five Weeks; On to Canada

THE North American air has been cleared of much engineering and diplomatic confusion as a result of the NARBA Engineering Conference, which last week was winding up a successful five-week meeting in Havana.

As a result, when delegates representing nations of this continent meet in Canada next August for the third North American Regional Broadcasting Agreement (NARBA) they will have the benefit of a flying start in their joint pursuit of electronic peace among nations.

Most of the American delegates were en route home last week after a series of diplomatic and engineering jousts with their neighboring countries. As in all conferences of the sort, ruffled tempers burst out from time to time as nations stood up for their rights and principles. In general, however, the Havana meeting was successful in bringing agreement on many subjects and providing background for later compromises at the Canada NARBA. It was scheduled to wind up formally last Friday.

A number of highlights stand out among achievements and failures at Havana. These include:

- Agreement to recommend to NARBA that nations shall cooperate in eliminating interference.
- Demand of Mexico for two more clear channels, with switch of two of its present high clears for channels in lower part of broadcast band. This would require a vast and costly juggling of stations.
- Demand of Cuba for 12 1B stations indicated.
- Adoption of a series of engineering definitions which in themselves will aid the solution of many problems.
- Agreement on substituting Class III for IIIA and IIIB stations.
- U. S. assertion of right to go to powers of 1,000 kw and up.
- Elimination of intermediate channel assignments.
- Insistence of Cuba that it never will accept the 650-mile rule on distance from border of Class II stations on 1A channels.
- Approval of addition of 540 kc channel to broadcast band.

The Havana conference, which had been preceded by preparatory meetings of the individual delegations, convened Nov. 1 to take up technical matters in advance of the Canadian NARBA. Two committees were created to handle the main work—Purely Technical (A) and Engineering and Policy (B). These in turn were broken into subcommittees and sub-subcommittees.

In every case where all partici-

(*Continued on page 86*)

Denial of WGKV Renewal Proposed

Decision Reported Based On Local's Hidden Ownership

IN ITS THIRD recent decision based on grounds of concealment of ownership, FCC last week proposed to deny the four-year-old highly complex license renewal application of WGKV Charleston, W. Va.

In what had been a related case the Commission ruled, meanwhile, that John A. Kennedy was not guilty of willful concealment in failing to report an option contract and executory agreement to acquire stock in WGKV, and accordingly granted renewal to his WCHS Charleston.

Comrs. Clifford J. Durr and Robert F. Jones voted for denial of the WCHS renewal request. Comr. Durr said in a dissenting opinion that "I do not think the record supports the finding that applicant's failure to report the 49% interest of Mr. Kennedy in Station WGKV was the result of misunderstanding and was without intent to conceal." Comr. Jones issued no dissenting opinion. Comr. Rosel H. Hyde did not participate

WGKV, an NBC affiliate, is on 1490 kc with 250 w. WCHS, affiliated with CBS, is on 580 kc with 5 kw.

In the WGKV case, having decided that renewal should not be granted, FCC proposed to dismiss two long-pending applications for transfer of control of the station. One involved an application looking to Worth Kramer, now WJR Detroit program director, reducing his interest from 51 to 40% by selling 5½% to each of his partners, Richard Venable and Eugene R. Custer, for a total of $12,500.

Remainder of Stock Sold

Subsequently, FCC said, Mr. Kramer sold his remaining interest for $20,000 to Messrs. Custer and Venable and Floyd E. Price, and filed a petition "advising the Commission for the first time that Price was an equal owner of the stock then listed in Custer's name and all stock interest that Custer has held in the station since the time in 1942 when Custer had first become associated with the station."

The second application for transfer was for FCC consent to Messrs. Custer and Price's sale of their combined 50% interest (25% each) to Mr. Venable, owner of the remaining 50%, for $100,000. FCC said that, since it proposed to deny renewal to the station, "we have found it unnecessary to make detailed findings" upon the transfer applications.

As in the WOKO Albany and WORL decisions, both of which denied renewal on grounds of concealed ownership, FCC's decision emphasized the need for "truthfulness and candor" in reports from licensees.

The Commission said that in 1942, when they first became interested in buying WGKV, Messrs. Custer and Venable were told by Mr. Kramer and William V. Vodery, an attorney, that FCC would not approve a transfer unless someone with broadcast experience controlled the station. "Accordingly, in order to induce favorable action by the Commission, they agreed to furnish the Commission with the false information that . . . Worth Kramer would own 51% interest in the stock of the applicant. This course of action was agreed to even though it was clearly understood among Custer, Venable, and Kramer that in fact Kramer would have no real interest in the stock until Custer and Venable had been repaid for their investment, and that thereafter Kramer would be given only a 40% stock interest."

FCC's decision continued:

The excuse offered for the conduct of Venable and Custer is that until the Commission's investigation early in 1943 neither of them was familiar with the laws and regulations applicable to the operation of a radio broadcasting station and therefore acted upon the advice of Worth Kramer, Reese (Edward D. Reese, president of Park National Bank in Newark, Ohio), and their counsel, Vodery.

Such a failure on the part of Custer and Venable to inform themselves of the obligations of a station licensee either at the time they acquired control of Station WGKV or subsequently until the Commission instituted its investigation in itself suggests serious question concerning their qualifications as licensees.

In any event, and even though it may be recognized that the practice of submitting false information was instigated by Vodery, Reese and Worth Kramer, the excuse offered by Custer and Venable for their part in that practice can scarcely be regarded as one of merit in the light of the particular facts in this case. For in agreeing to furnish the Commission with false information, despite their full knowledge of its falsity, for the purpose of inducing action favorable to them, they deliberately chose to disregard even the ordinary standards of honesty men may be expected to follow in everyday life. . . .

Moreover, in view of their earlier conduct, we are not persuaded that the increased interest of Custer and Venable in the management of the station, taken after they became aware of our investigation and in a tardy effort to save their interests in the station, furnishes a valid basis for concluding that renewal of the license of Station WGKV would be in the public interest.

Messrs. Custer, Venable and

(*Continued on page 88*)

Networks, 16 Stations Sued By Kentucky for Back Taxes

ON the ground that radio stations and networks are public utilities because they render public service, the Commonwealth of Kentucky has sued the four national networks, Keystone Broadcasting System and 16 Kentucky stations for $1,150,090 in back franchise, gross receipts and income taxes, excluding interest and penalties.

The stations were sued for $405,996 in franchise and gross receipts taxes only, since they already had paid their state income taxes.

Suits were filed in Franklin Circuit Court by Azro Hadley, Commissioner of Revenue, through William H. Walden, special attorney, covering taxes from 1942 through 1946.

Mr. Walden charged that the networks are public service corporations operating in Kentucky; that a large and substantial portion of their net income is derived from business done, property located and sources in Kentucky and they are liable for 4% tax on net income of the business allocable to Kentucky; for 3% on all gross receipts from "furnishing the ways and means for the transmission of the voice or of messages" as provided by statute, and for ad valorem franchise taxes on their overall value less other ad valorem assessments.

Amounts sought from the networks follow (franchise, gross receipts, income and total taxes):

CBS—$32,877; $178,677; $19,725; total, $231,280.
NBC—$38,012; $209,435; $23,010; total, $270,458.
MBS—$10,035; $54,163; $6,021; total, $70,219.
ABC—$18,020; $98,340; $10,812; total, $127,172.
Keystone—$6,421; $34,647; $3,892; total, $44,961.

Amounts sought from Kentucky stations follow (franchise, gross receipts and total taxes):

WCMI Ashland—$995; $10,372; total, $11,368.
WLBJ Bowling Green—$2,023; $6,262; total, $8,286.
WFKY Frankfort—zero; $860; total, $860.
WKAY Glasgow—zero; $865; total, $865.
WSON Henderson—$996; $4,473; total, $5,469.
WHOP Hopkinsville—$6,088; $3,727; total, $9,816.
WKLX Lexington—zero; $3,255; total, $3,255.
WHLN Harlan—$1,735; $7,202; total, $8,937.
WLAP Lexington—$4,689; $28,357; total, $33,047.
WAVE Louisville—$19,946; $59,891; total, $79,838.
WGRC Louisville—$3,964; $30,955; total, $34,919.
WHAS Louisville—$36,454; $111,157; total, $147,612.
WINN Louisville—$6,370; $26,310; total, $32,681.
WOMI Owensboro—$2,910; $7,561; total, $10,472.
WPAD Paducah—$3,378; $15,065; total, $18,444.
WKYB Paducah—$14; $106; total, $120.

The state's attorney charged that few businesses have been as profitable as broadcasting; that networks have multiplied many times over their original investment, with one having increased its stock from 1 share of $2.50 stock to 17 shares selling around $30; that all of this value comes from the privileges these networks enjoy in broadcasting messages through the states and that proper allocation should be made of these increased values so the states can get their proper proportion of taxes. These arguments apply in lesser degree to stations, he said.

The attorney referred to selling prices of stations, nine and more times the value or cost of the tangible property and investment in the station. He contended that inasmuch as radio is rendering a public service, these firms should pay taxes similar to other public service corporations such as telephone, telegraph, bus lines and railroads.

In the network suits, the state listed sales and profits, computing taxes under a formula which purports to represent the share of national income on which Kentucky claims the right to impose taxes.

In the case of NBC, for example, the state bases its levies for each of five years on the following gross sales for the previous year. NBC's gross sales in 1942 (actually 1941) are listed as $53,343,956; 1943 $67,803,540; 1944 $78,145,843; 1945 $76,898,376; 1946 (1945) $70,274,769.

NBC's net profits on sales for the previous year are listed as follows: 1942 (actually 1941), $4,822,294; 1943 (1942), $5,288,676; 1944 (1943), $5,470,209; 1945 (1944), $6,228,768; 1946 (1945), $6,746,378.

Network stations are definitely identified with the state, it is charged, with the following identifying announcement cited: "This is WAVE, National Broadcasting Co."

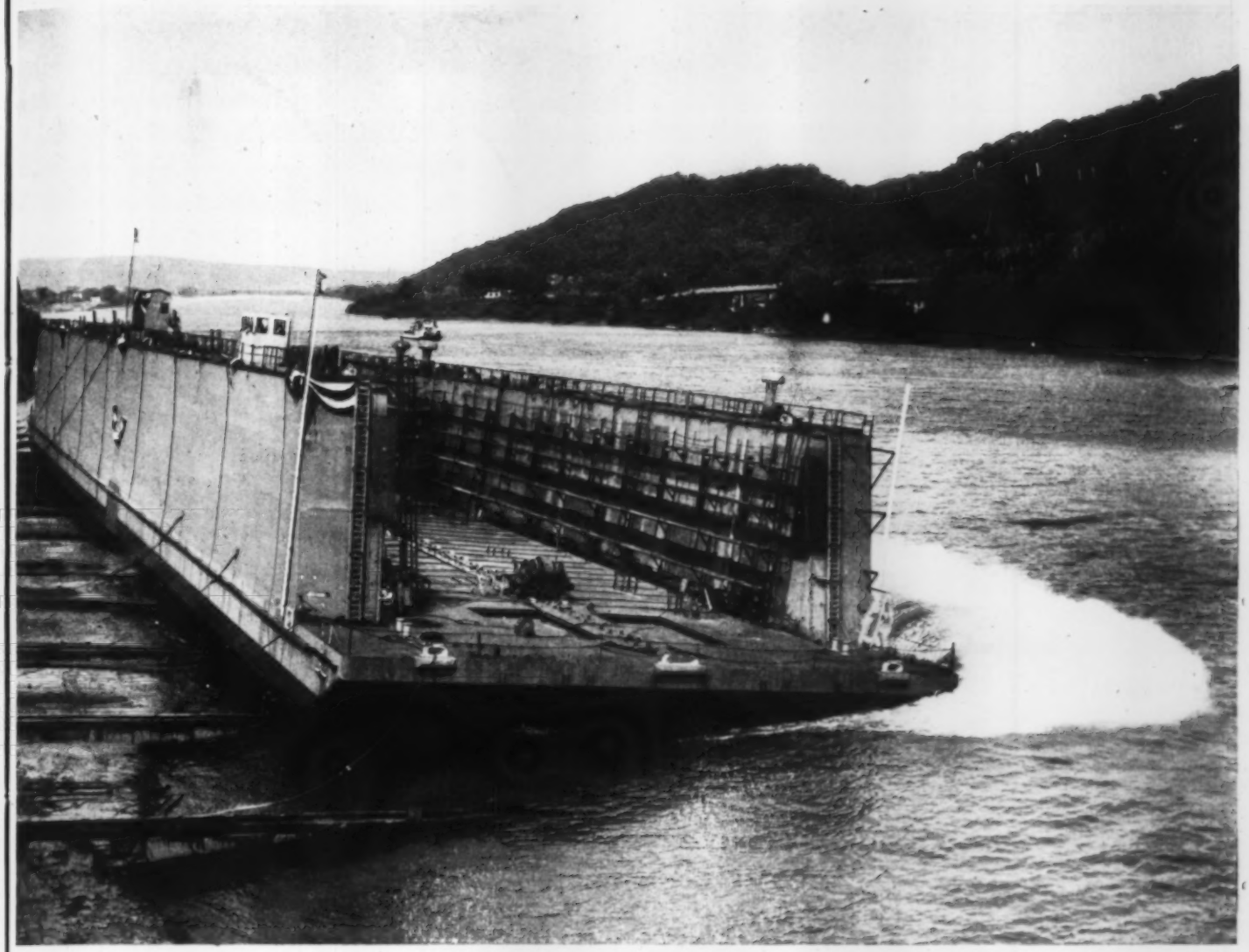
C. E. Rogers Given GOP Post; Will Assist Ingle

C. E. ROGERS Jr., formerly with the radio division of AP, has been appointed assistant to Edward T. Ingle, director of radio, Republican National Committee.

Mr. Rogers comes to the committee direct from five years of service in the U. S. Navy, where he attained the rank of commander. He served in the Pacific and European theatres. For two years before he entered service, Mr. Rogers was with AP's radio division and for three years preceding that, served as general manager of KALB Alexandria, La.

Hooper's Dilemma

C. E. HOOPER, recently the subject of a biographical sketch in the *Saturday Evening Post*, "The Biggest Man in Radio," is again saluted by *Esquire*, whose January issue includes a piece by John Keating titled "Mr. Hooper Counts Ears," which starts out with the words "The most powerful voice in radio." When he was shown the advance proofs last week, Mr. Hooper said . . . "There is at least one man in the offices of each of our 700 subscribers who is trying to make up his mind whether or not *he* is "the biggest man in radio." When *Esquire* nominates *me* as the most powerful voice in radio, "can't you see the problem you've created for me? I work for these guys."



Sideways!

That's a drydock. They launched it sideways out in Pittsburgh into the Ohio River. It seems they had to dredge a hole in the river bottom 500 feet by 150 feet to make the launching come off.

It seems you can do almost anything if you make up your mind to it.

Take radio stations. W-I-T-H started down here in Baltimore about six years ago in a 4-station network town. Today W-I-T-H is the successful independent that delivers more listeners-per-dollar-spent than any other station in town.

Smart time buyers a long time ago learned that W-I-T-H in Baltimore is the way to make sales at low cost.

They proved it. And today many, many companies in the list of smart advertisers sign off their commercials with "This is W-I-T-H"!

W·I·T·H

AM and FM

Baltimore 3, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

Calling All Smiths

SWITCHBOARD operators at WBBM Chicago were loaded recently with calls from the Smiths of Chicago—and all because of a series of announcements made by John McCormick on his *Matinee at Midnight* record show. During Chicago visit of CBS' singing star, Jack Smith, Mr. McCormick announced nightly for a week that first 20 Smiths calling station after 1 a.m. would receive free tickets to the star's stage appearance at Oriental Theatre. Result: WBBM's switchboard began lighting up like a theatre marquee. Chicago telephone directory lists over 11 pages of Smiths.

FOR HER OUTSTANDING service to radio in Philadelphia through educational programming Miss Gertrude A. Golden, radio chairman of the Philadelphia Board of Education, receives first annual KYW certificate of achievement. Making presentation is the Philadelphia station's general manager, Robert E. White (second from l). At far left is "Colonel Bill" Galleher, KYW education director, and at right Dr. Alexander J. Stoddard, superintendent of Philadelphia schools.

Luckman Lauds Ad Council and Radio

Lever Bros. Head Urges Industry To Continue Food Saving Aid

CHARLES LUCKMAN, former chairman of the Citizens Food Committee and president of Lever Bros., last week cited the Advertising Council and the radio industry for "what is being done . . . to aid a great humanitarian effort."

In a letter to T. S. Repplier, president of the Advertising Council, Mr. Luckman said: "At this time, with the government assuming administrative work of the Citizens Food Committee, I want to be sure that everyone understands how immeasurably valuable the Advertising Council has been during the entire effort."

Citing radio support as typical of that given by advertising media to the food conservation campaign through the council's operation, Mr. Luckman pointed out: "The radio allocations of the Council placed behind the food emergency program represented one of the most powerful and organized means of quickly bringing the food emergency appeal to the public. Yet even before the allocations were placed behind the food effort, countless advertisers had answered . . . the call for cooperation by carrying the appeal on their programs using other than Council-allocated time."

He concluded his letter by urging all groups cooperating with the council to maintain and "if possible increase their efforts for food conservation during the coming months."

GIANT-VIEW LENS

Size of 7" TV Picture Tube Doubled by Device

CHICAGO TELEVISION audiences were getting their first glimpse this week of a postwar adaptation of the familiar "bomb-blister" used to protect aerial gunners during wartime.

Known as the "Walco Giant-View Lens," the device will double the size of the standard 7" tube picture, and increase by 1½ times the size of a 10" tube picture. Lens is manufactured by E. L. Cournand & Co., New York, which produced "bomb-blisters" during the war. It retails at $59.95.

The lens is made of plexiglass, with a convex front and a flat base, into which is poured approximately 1½ quarts of mineral oil. Lens is then hermetically sealed. Net effect is to duplicate the refraction of glass, without the necessity of grinding the surface.

ADVERTISING CLUB of New York is receiving prophecies of the world in 2004, the 100th anniversary year of the club, from national business and professional leaders. Prophecies will be microfilmed and placed in cornerstone of the Club's new annex.

TAKE A

"New Look!"

AT NASHVILLE'S MARKET AREA

Nashville's style and quality conscious women are taking to fashion's "new look!" But, as always, they buy by brand and for top value. Take a new look yourself—at retail sales in the Nashville market area; Over 357,000,000 dollars yearly out of a buying income totaling 800,477,000 dollars. Why not make sure this rich territory is sold on the value and quality of your products? . . . Sell effectively—and at reasonable cost—through the great audience that listens regularly to WSIX.

5,000 WATTS 980 KILOCYCLES

AMERICAN • MUTUAL

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

National Representative:
THE KATZ AGENCY, INC.

WSIX gives you all three: Market, Coverage, Economy

Cavalier
Broadcasting Corp.

ANNOUNCES THE OPENING OF

NORFOLK'S
Newest
Radio Station
Covers
TIDEWATER, VIRGINIA

Estimated population 1,342,000—
from 32 surrounding counties—
NORFOLK'S TRADING AREA.

1000 WATTS - 860 KILOCYCLES

IRVING M. KIPNES, General Manager
OFFICES—HELENA BUILDING, NORFOLK, VA.

Daytime Serials Found Beneficial

Housewives Want Them Just as They Are, Study Reveals

AMERICAN housewives, at least those belonging to the lower middle classes (65% of the nation's population), like daytime serials just as they are.

Furthermore, they consider such programs "educational" and of value to society for their contribution in depicting the "strength, stability and sanctity of American family life."

These conclusions were reached following a year's study of listeners to CBS' *Big Sister* (12-12:15 p.m CST) conducted by Social Research Inc., Chicago, an organization of university social and economic specialists.

Results of the study, directed by Prof. W. Lloyd Warner, anthropologist, and Dr. William E. Henry, psychologist, both on the faculty of the U. of Chicago and commissioned by Social Research Inc. to analyze mental reactions of "typical American housewives" to daytime serials, are expected to play an important role in future plot themes of CBS daytime serials.

Entitled "Radio Daytime Serials: A Symbolic Analysis," the study says, "From time to time, soap opera becomes a subject of public controversy, yet these radio programs are rarely examined factually. Few studies give any reliable evidence to demonstrate what the actual psychological interaction of the audience and daytime serial is, or show what effect a program has on the lives of the women who listen, or how these programs function for good or ill in American life."

The researchers look upon the daytime serial as a symbol system which stimulates its audience (1) as individuals and (2) as members of society.

Program's Theme

Basic themes of *Big Sister*, they found, cast light on the day-to-day anxieties and hopes of the lower middle class wives. They found further that these story themes are capable of projecting the listener into the emotional concerns and situations of characters in the program itself and serve to solve some of the problems with which the typical listener frequently is confronted.

By portraying *Big Sister* (Ruth, a typical wife and mother) as good and noble, the program was found to increase the "feeling of self-importance on the part of women listeners" and to give them greater confidence in their own daily living, within the family circle.

By contrast, the researchers found that the "menace" was looked upon by the majority of listeners as the "other woman" who frequently existed as a real-life problem in their marital relations.

The soap opera listener also, they report, disapproves of story plots which offer women a choice between being housewives or career women.

"The career woman's role is attractive because it is usually of higher status than the listener's own domestic occupation," says the study. "On the other hand, such a role is often frightening, demands hard work, ability to buck the system, and the capacity for self-initiated action. Most of the life of such women is outside the family."

Role of Wife

"The *Big Sister* program plays up the importance of the role of the wife and therefore obliquely depreciates the role of career women the ordinary listener has avoided, or has not been able to take.

"It helps resolve any conflict the housewife may have within her for not choosing the other role (that once might have been open to her) and reinforces her present position," the study reveals. It also examines the effect of daytime serials on society as a whole.

The basic themes of *Big Sister* represent the family as the most important thing in life and the wife and mother as the motivating force in the family. At the same time the program, the researchers believe, condemns neurotic and non-adaptive anxiety and serves to curb such feelings in its audience.

In studying reactions of the *Big Sister* audience four psychological techniques were employed. These were (1) the thematic apperception test; (2) the Verbal Projective, a story technique based on an analysis of *Big Sister* plots;

(Continued on page 29)

Million Dollar Baby

WITH SIGNED contracts for *Your Favorite Story* exceeding $1,000,000, Frederic W. Ziv Co. believes that it has hit a new high in the open end transcription field. This series, starring Ronald Colman, is sponsored by some 200 advertisers on about 270 stations.

Cut a BETTER SALES FIGURE in the GREATER KANSAS CITY MARKET with KCKN

Leaving the thinly-spread farm and small town market to others, KCKN concentrates on Greater Kansas City, where the effective buying income is nine hundred million dollars, *after* taxes. Because KCKN, and only KCKN, programs exclusively and specifically for this in-the-money audience, Kansas Citians know they can set their dials at KCKN for the kind of radio entertainment they like. And so, without the rate penalty of out-state coverage, you can reach the market that counts most . . . the mass market buying power of Greater Kansas City.

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY... WIBW & WIBW-FM, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280 CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220 KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

DRAWING POWER is SELLING POWER!

They say Christmas comes but once a year. True, but the year 'round programs on Cleveland's Chief Station deliver profit packages for you. Constantly alert to changing trends in broadcasting, WJW's skillful programming and merchandise promotion assures responsive audiences, attract respected advertisers.

CLEVELAND'S Chief STATION

WJW

★*For listeners and advertisers alike, for entertainment and sell-ability, WJW stands for complete coverage.*

BILL O'NEIL, President

WJW

BASIC ABC Network

CLEVELAND

850 KC 5000 Watts

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

The profitable operation of your FM station is the first interest of Westinghouse.

Because a Westinghouse station was the world's first . . . because Westinghouse operates its own FM stations . . . because Westinghouse builds both FM transmitters and home receivers . . . because we believe in the future of FM and, more important, in its immediate possibilities . . . because of all these things, we want to help you build a listening audience for your new Westinghouse-equipped FM station.

On these pages, you will find concrete evidence of this interest. Here is a *new* FM promotion plan—the first *real* one offered to the broadcast industry—designed specifically to build your listening audience.

All of the resources of four Westinghouse divisions—Industrial Electronics, Home Receivers, Radio Stations, and Advertising and Sales Promotion—have been pooled to create this plan. It gives each of you who own a Westinghouse FM transmitter a sound, thoroughly tested plan that would cost you upward of $10,000 if you were to duplicate it yourself.

Find out more about this program . . . it's the hottest thing in broadcasting since FM itself! Write, on your business letterhead please, to your near-by Westinghouse office or directly to Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pennsylvania. J-02117

Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

WESTINGHOUSE

Electronics at Work

from studio . . . to station . . . to home

A REAL FM PROMOTION PLAN

47 ways TO PROMOTE YOUR NEW FM STATION

a new promotion package to help you gain listener attention and build your audience

Here's a promotion package of 47 ideas to build good will, identification and listener acceptance of your new FM station.

It gives you ideas—and specific help—on every phase of station promotion. And this plan is also backed up by a strong, co-ordinated program developed for Westinghouse radio retailers that will help you promote FM in your community.

Here's what this new FM plan offers:

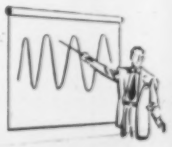
Newspaper advertisements **Newspaper publicity** **Car and window cards**

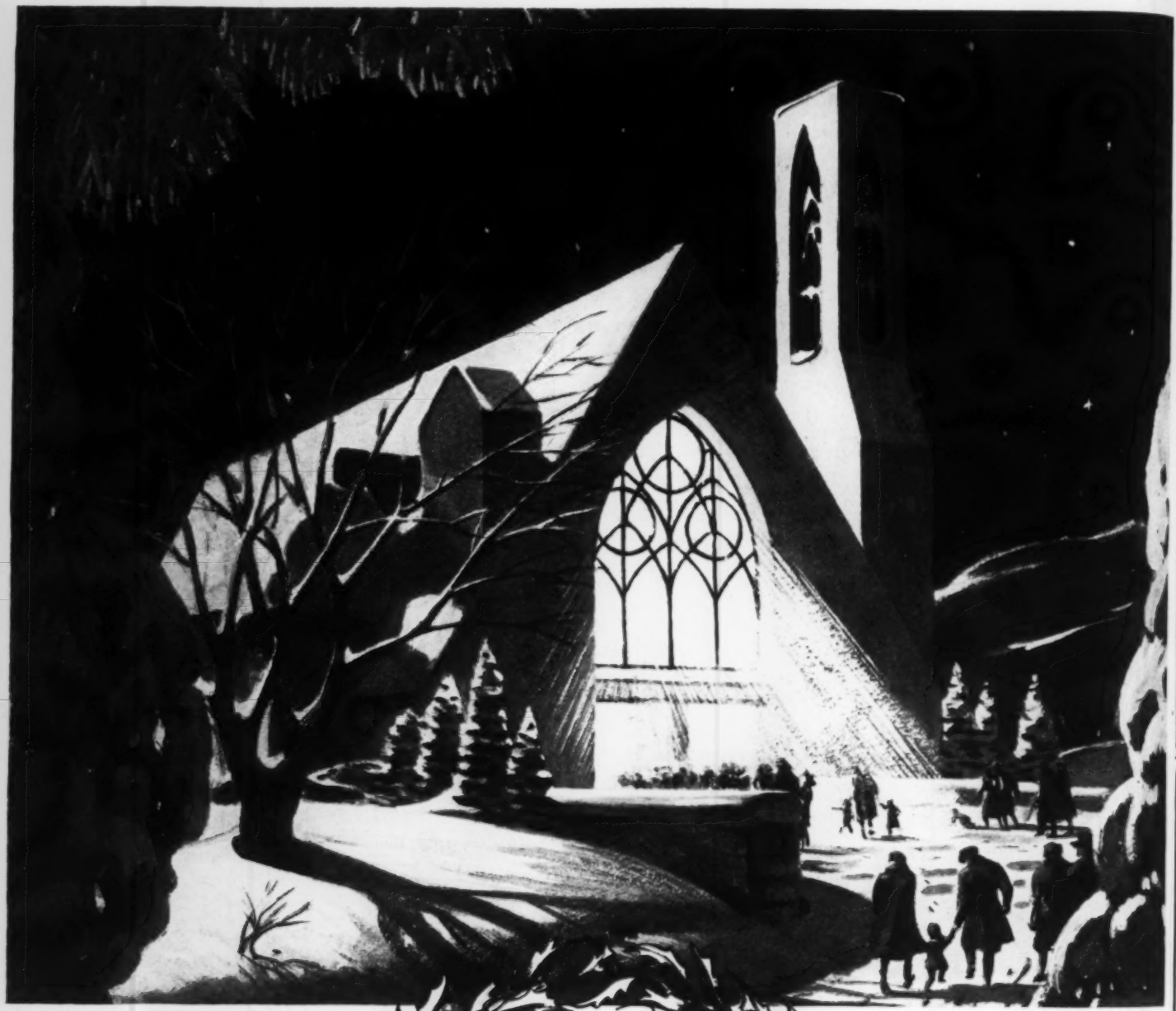
Window displays **Demonstrations and movies**

Consumer booklets **Radio spots** **Studio party guide**

Programming aids **Contests** **Timing helps**

Dealer support





Merry Christmas

WJR

G. A. RICHARDS, *President*

HARRY WISMER, *Asst. to the Pres.*

Daytime Serials

(Continued from page 24)

(3) directed interviews during the program and (4) free association interviews.

A fifth instrument was used to select subjects from among the audience who could qualify by economic, marital and occupational levels.

It was found that daytime serial listeners were predominately from the lower-middle and upper-lower classes, comprising approximately 65% of the population. It is this group, the investigators claim, which makes up the bulk of movie audiences, buys most popular magazines, and constitutes the great mass audience at which national advertising is aimed.

Techniques used in analyzing *Big Sister* can also predict popularity or dislike of various mass communication devices— individual radio serials, motion pictures, greeting cards, advertising art and copy.

As a result of the study, Prof. Warner and Dr. Henry have concluded that future plot themes of *Big Sister* should continue to use the same symbols (characters reflecting good vs. evil); that themes should be concerned with family problems (such as having a baby, as opposed to joining a bridge club); should refrain from using plots or characters which tend to minimize family importance, and keep subjects of social significance, or improvement (political or international issues) in the background.

The 150-page study which was submitted this week to Elmo Wilson, CBS director of research, will be published within the next two months by *Genetic Psychology Monographs*, a scientifiic publication.

KSFH (FM) Owners Tell Plans for an FM Network

EXPANSION PLANS of the Pacific Broadcasting Co., owners of FM station KSFH San Francisco, look forward toward an eventual FM network, C. A. Gibson, Pacific's president, said last week. The company has a conditional permit to construct another FM station in Fresno and has applied for licenses to operate in other areas, Mr. Gibson revealed.

Between 31,000 and 32,000 shares of stock have been sold to finance KSFH and the proposed Fresno station, the Pacific president announced. The stock sells at $5.00 a share, and company has permission to sell 50,000 shares.

KSFH has been on the air since Oct. 22 [BROADCASTING, Nov. 3]. Its transmitter is located in Oakland Hills and studios and offices in the Fairmont Hotel, San Francisco.

A VETERAN greets a recruit—and presents him with a gift for "coming of age." Carleton E. Dickerman (l), WEEI Boston announcer, with 20 years of service, welcomes General Manager Harold E. Fellows as the latest addition to WEEI's Fifteen-Year Club. The club represents 20% of WEEI's personnel.

BRAND NAMES STICK
In Chewing Gum Advertising
—Jingles Did the Trick—

BRAND NAMES of chewing gum advertised via the singing radio commercial tend to stick in the minds of listeners with the tenacity of the product itself, a survey made public by The Pulse Inc. indicated last week.

In April 1947, and again in November, 500 men and women in metropolitan New York were asked by Pulse interviewers: "Have you heard any chewing gum advertising on the radio lately—either spot announcements, or programs, or jingles or songs? Which brands of gum?"

In the April survey, the list of chewing gum brand identifications was led by Adams Chiclets, with 33.0%, and Dentyne, with 21.0%, both of which had been plugged strenuously in radio jingles. Two other Adams brands, Beeman's Pepsin and Adams Clove, didn't make the April list at all.

In November, however, all four Adams brands were extolled in radio verse, and both Pepsin and Clove broke into the money—with 2.2% and .2% Pulse brand identification ratings, respectively. Dentyne and Chiclets again topped the chewing gum list with 25.8% and 23.4%.

28 Fewer FCC Employes In October Than in June

FCC in October had a total of 1,301 employes, a drop of 28 from the June figure of 1,329, according to the findings of the Joint Committee on Reduction of Nonessential Federal Expenditures which were inserted in the Congressional Record last week by Sen. Harry F. Byrd (D-Va.).

For FTC, the employment figure of 558 in October was 33 less than the 591 on the rolls in June. FCC's figure included 36 personnel stationed outside the continental United States.

DELIVERIES are being made by General Electric on a new table model AM and FM radio, first of its kind made by the company since the war.

. . . 365 DAYS A YEAR!

Iowa's twin markets—rural and urban—give you a bonus "present" every day with the highest per capita income in the U.S.A.!

There's always a holiday buying spirit in Iowa's twin markets where listening to WMT is a habit 365 days a year. (Just as it has been for a quarter of a century.)

Ask the Katz man for details.

WMT

CEDAR RAPIDS

The Station Built By Loyal Listenership . . . Now in its 25th Year!

BASIC COLUMBIA NETWORK

5000 WATTS 600 K. C. DAY AND NIGHT

COLUMBIA-PACIFIC

BRINGS CH

A Division of the Columbi

Rep

GSCHARLES COLLINGWOOD TO THE COAST...

Some bylines are worth more than headlines.
Charles Collingwood's is one of these . . . radio listeners
have good reason to remember it.

Collingwood was first to report the assassination of Admiral Darlan.
First to describe the fall of Tunis.
First to wire-record the D-Day landing off Normandy.

His coverage of the German surrender at Rheims, his reports from
war-torn Paris, his recent broadcasts covering the U. N. Security Council
have made his name a hallmark of brilliant news reporting.

Now, Charles Collingwood is on the Coast.
Each Monday through Saturday at 5:15 to 5:30 P.M., the Columbia
Pacific Network presents *News Analysis by Charles Collingwood.*

Once again Columbia Pacific has underlined its insistence
on top talent for a top market.

News Analysis by Charles Collingwood is sponsored by Bekins Van & Storage
Company and Household Finance Company. But other Columbia Pacific
programs of equally impressive caliber are still available.

Backed by the finer facilities and more complete services of CPN
your sales story can cover the Coast with assured effectiveness.
For details, call Columbia Pacific or Radio Sales.

mbi*adcasting System* **COLUMBIA PACIFIC NETWORK**

Represented by RADIO SALES, Radio Stations Representative . . . A Division of CBS — New York, Chicago, Los Angeles, Detroit, San Francisco, Atlanta

WTRF, WTRF-FM START AT WHEELING, W. VA.

WTRF, new 1-kw MBS outlet on 1290 kc at Wheeling, W. Va., and its sister station, WTRF-FM, began operation Nov. 29. The FM outlet operates on Channel 236 with 20 kw.

Stations are owned by the Tri-City Broadcasting Co. headed by President Jesse A. Bloch of Wheeling. Other officials include Albert Dix, vice president, and Gordon Dix, secretary-treasurer. Studios, transmitter and tower are located on Route 214 out of Bellaire, Ohio.

Staff is headed by Station Manager R. W. Ferguson, a former newspaper man. Others are: R. J. Campbell, formerly with WWVA Wheeling, sales manager; George Cowen, chief engineer; Frank Curtis, formerly with WSTV Stubenville, Ohio, WJPA Washington, Pa., and WAJR Morgantown, W. Va., program director and chief announcer; Dick French, Paul Howard and Bud Shenck, announcers; Albert T. Fisher, sales representative; Marjorie Lyon, continuity writer, and Albert Dimmack and Howard Daubenmeyer, engineers.

New 43-Tube Transmitter For FM Developed by GE

DEVELOPMENT of a new 10-kw FM transmitter using the Phasitron modulator has been announced by the General Electric Co.'s Transmitter Division at Electronics Park, Syracuse, N. Y. Known as Type BT-4-A, the new transmitter, completely self-contained, utilizes the standard 3-kw FM transmitter as the center part of the unit assembly.

The new transmitter's 43 air-cooled tubes include 17 radio-frequency tubes, two audio-frequency tubes and 24 rectifier tubes. The modulator unit proper employes only 14 tubes.

GE spokesmen said the protective features, sequence interlocks, supervisory-control lights and safety features of the new transmitter are "unique." Transmitter is built with full-length front and rear doors in a vertical chassis construction. It demounts into separate units.

KVNJ (FM) in Fargo, N. D. Is on 3-9 p.m. Schedule

KVNJ (FM) Fargo, N. D. is now on the air, broadcasting on 92.3 mc, (channel 222) with 10 kw power, soon to be increased to 50 kw. Station, licensed to Northwest Broadcasting Co., is now operating 3 p.m. to 9 p.m., until the erection of a new transmitter, at which time KVNJ will go full-time. John Nystul is president and general manager; Floyd Wynne program director; Harry Vose chief engineer.

In honor of KVNJ's going on the air, the *Fargo Forum* devoted nine-tenths of the first section of the paper Nov. 15 to stories and tie-in radio ads for the new station. It began broadcasting Nov. 17.

OCCASION for birthday cake was 100th broadcast of Rutgers U. Forum. Cutting the cake, as members of speakers' panel (standing, rear) for the broadcast look on, is Mrs. Irving R. Rosenhaus, wife of the president of WAAT Newark, N. J. Seated at table are: Mr. Rosenhaus (r) and Marshall G. Rothen, director of broadcasting at Rutgers and moderator of the forum. Topic for the broadcast, aired Nov. 25, was "What Is Radio's Challenge to Education?" Participating (rear, l to r) were: Robert B. Hudson, director of education for CBS; William D. Boutwell, former chief of radio for U. S. Office of Education; William Pfeiffer, director of WBGO, Newark Board of Education's FM station, and William A. Coleman, chairman of Fordham U. Dept. of Communication Arts Radio Division. Forum, originally broadcast only on WAAT, now is heard via transcription on four other New Jersey stations, WCTC New Brunswick, WMID Atlantic City, WJLK Asbury Park and WSNJ Bridgeton.

PHILLY TV SETS
Will Number 20,000 by End Of '47, Says McLean

TELEVISION SETS in Philadelphia will number 20,000 by the end of the year, according to James D. McLean, commercial manager of WPTZ, Philco video station in Philadelphia.

Mr. McLean made the statement in a talk Dec. 1 before the Fifty Club, a group of Philadelphia public relations executives. He said said that as of Oct. 1 the number of sets in Philadelphia was 15,000 but that sales of receivers in the area have now mounted to between 2,000 and 3,000 a month.

In his talk, he discounted the predictions of what he called "starry-eyed visionaries" who predict television will mean the end of AM radio and the motion picture theatres.

At the same time he indicated that television is in for tremendous expansion. He cited the growth of sponsorship at WPTZ as an indication, stating that at the beginning of the year it had but nine sponsors but that now it has 31.

He said, however, that television has not yet reached the stage where operations are profitable. He called video broadcasting a "10c for a $1 business", with station operators getting back ten cents for every dollar expended.

KSET, 250 w on 1340 kc, Starts at El Paso, Tex.

KSET, 250-w fulltime Mutual affiliate on 1340 kc at El Paso, Tex., presented its initial broadcast last Wednesday. Studios are in downtown El Paso at 307 Mills St.

The trio of El Paso residents who own and operate KSET under the firm name, Sunland Broadcasting Co., includes Edward D. Hodge, president, Vincent W. McConn, general manager, and Carlos Carter.

Chief engineer is Lloyd Hilbun, formerly with WLAU Laurel, Miss. David E. Bigley, who came from WJOI Florence, Ala., is program director, and Dan Lincoln is news editor. Wilma Bigley (Jean Wilson) is continuity editor. The sales department is headed by William H. Gerlach as commercial manager. Mr. Gerlach formerly was in the sales department of KRIC Beaumont, Tex.

New York Jobs

EIGHT positions in the Radio Bureau Division of State Publicity, New York State Dept. of Commerce, will be available in January. Director Publications and Public Relations post is also to be vacant. Applications must be filed with the State Civil Service Department, Albany, by Dec. 22. Salaries range from $3,720 to $6,400.

Around The Nation

LUNCHEON in Los Angeles, breakfast in Detroit and Baltimore, and dinner in New York and Washington was the menu for Ted Husing and Bill Brundage Dec. 6, 7 and 8. They (1) aired the football struggle in Los Angeles Dec. 6 between Notre Dame and U. of Southern California, sponsored by the U. S. Army & Air Force Recruiting Service, placed through N. W. Ayer; (2) Husing then was to fly to Baltimore to handle the Colts professional game yesterday, sponsored by Gunther Beer through Booth, Vickery & Schwimm; Brundage flew to Detroit to handle the Lions game, sponsored by Goebel Beer. Today will find Husing back in New York on WHN and Brundage in Washington at WOL. Moral: be a top-flight sports announcer and see the country.

GOV. JESTER IS SLATED TO HELP LAUNCH KTRE

GOV. BEAUFORD JESTER of Texas is scheduled to give the welcoming address when KTRE Lufkin, Tex., takes the air Dec. 10 as a 1-kw fulltime outlet on 1420 kc, the station management announces.

Facilities of the new station, which is licensed to Forest Capital Broadcasting Co., include a large auditorium studio with polycylindrical wall design, several smaller studios, World and Capitol transcription libraries and AP news services.

Staff is headed by Richman Lewin, general manager, a veteran of 12 years in radio and formerly with KRBA Lufkin. Ed Henry, previously with KRIC Beaumont, Tex., is assistant manager and program director. Ray Gordon, also formerly with KRIC, is promotion manager and chief announcer.

Lynn McClain, Miss Texas of 1947 and a native of Lufkin, will serve as woman's editor, while Bob Hart, former Rice football star and previously with KATL Houston, will handle sports.

WSJS-FM Winston-Salem Is Launched on 104.1 Mc

WSJS-FM Winston-Salem, N. C., which went on the air last Monday, is operating on a 12-hour daily schedule—10:30 a.m.-10:30 p.m.—on 104.1 mc (channel 281).

The new FM outlet, licensed to Piedmont Publishing Co., is using a 10-kw General Electric transmitter and 6-bay GE antenna. Full effective radiated power is 48 kw.

Gordon Gray is president of licensee.

BROADCASTING

Comparative Network Program Schedule

December 1947

1947

CBS is the most effective network in America, today

COMPARATIVE NETWORK PROGRAM SPONSOR SCHEDULES

EVENING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	Lee Hats Drew Pearson (226) R	Intern'l Silver Ozzie & Harriet (151)	Quaker Oats Those Websters (409)	Catholic Hour S
6:15	Seeman Bros. Mon Headlines (218) R	"	"	"
6:30	Goodyear Greatest Story (209)	Coca-Cola Pause Refreshes (163)	Cudahy Packing Co. Nick Carter (385)	Am. Home Prod. Star Preview R (123)
6:45	"	"	"	"
7:00	Child's World S	Wrigley Gene Autry (152)	Trimount Sherlock Holmes (365)	Am. Tobacco Co. Jack Benny (160)
7:15	"	"	"	"
7:30	Exploring the Unknown S	CPP-Super Suds Blondie (147) R	Mutual Ace Assn. Gabriel Heatter (398)	F. W. Fitch Co. Alice Faye & Phil Harris (158)
7:45	"	"	"	"
8:00	Musical Digest Mag. Sun. Eve. Hr. (113)	Wildroot Sam Spade (159)	Co-op A. L. Alexander	Standard Brands Chas. McCarthy (143) *
8:15	"	"	"	"
8:30	"	Gen. Motors Man Called X * (159) R	Carter Products Jimmy Fidler (260)	Standard Brands Fred Allen Show
8:45	"	* "	Danton Walker Hy Gardner News* S	"
9:00	Andrew Jergens Walter Winchell (215)	Campbell Soup Corliss Archer (146) R	Co-op MeetMeatParkys (300)	Sterling Drug Man. M.-Go-Rd (141)
9:15	Andrew Jergens Louella Parsons (204)	"	"	"
9:30	U. S. Steel Theatre Guild (180)	Texas Co Tony Martin (161)	Pharmaco Jim Backus (375)	Sterling Drug Alb. Fam. Music (141)
9:45	"	"	"	"
10:00	"	Chrysler Christopher Wells (160)	Voices of Strings S	Eversharp Take It or Leave It (160)
10:15	"	"	"	"
10:30	Carter Products Jimmie Fidler (70)	Luden's Strike It Rich (67)	Edmund Hock-ridge (296) S	Adam Hat Stores The Big Break (160)
10:45	"	"	"	"

MONDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Ins. E. Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Sketches Melody 6:20-6:30 S
6:15	"	S In My Opinion	"	
6:30	"	Co-op Red Barber	"	Once on Time S
6:45	"	P & G Ivory Thomas (74) R	"	Sun Oil Co. 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P&G Dreft Beulah (66)	Co-op Fulton Lewis (339)	Liggett & Myers Supper Club (156) R
7:15	Co-op Elmer Davis (46)	P & G Oxydol Jack Smith (81) R	Dinner Date	Miles Labs. News of World (126)
7:30	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (150) R	Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
7:45	"	Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside of Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Elgin-American Groucho Marx Show (117) R	Bromo Seltzer Inner Sanctum (149) R	Scotland Yard (306) S	E. I. duPont Cav. of Amer. (146) R
8:15	"	"	"	"
8:30	Opie Cates Show S	Lipton-Lever Arthur Godfrey (145) R	Pharmaco Charlie Chan (200)	Firestone Voice Firestone (137)
8:45	"	" *	*	"
9:00	On Stage America S	Lever-Lux Soap Radio Theater (151)	Carter Products Gabriel Heatter (370)	Bell Telephone Telephone Hour (148) R
9:15	"	"	White Hall Real Stories (10)	"
9:30	Sammy Kaye (176) S	"	High Adventure (350) S	Mars Inc. Dr. I. Q. (128)
9:45	"	"	"	"
10:00	Amer. Cyanamid Buddy Weed Trio (194)	Lever-Swan My Friend Irma (144)	Co-op Fish n' Hunting (42)	Carnation Co Contented Hr. (149)
10:15	Earl Godwin S	"	"	"
10:30	Click Restaurant Orch. S	R. J. Reynolds Screen Guild (154)	Orchestra S	General Electric Fred Waring (160)
10:45	"	"	"	"

TUESDAY

	ABC	CBS	MBS	NBC
6:00 P.M.	(Not in Service)	Metro. Life Eric Sevareid (21)	Repeat of Kid Strips	News John McVane Clem McCarthy 6:15-6:20 Sketches Melody 6:20-6:30 S
6:15	"	Frontier to Science S		"
6:30	"	Co-op Sports Red Barber	"	Once on Time S
6:45	"	P&G Ivory Thomas (74) R	"	Sun Oil Co 3-Star Extra (33)
7:00	Co-op Headline Edition (53)	P & G Beulah (66)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
7:15	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra S	Miles Labs News of World (126)
7:30	General Mills Green Hornet (160) R	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	W F McLaughlin Manor Hse Time (7)
7:45	"	Campbell Soup Ed. Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
8:00	Youth Asks the Government S	Sterling Drug Big Town (147)	Mysterious Traveler S	Philip Morris Milton Berle (140) R
8:15	Chr. Sc. Mon. Views the News R	"	"	"
8:30	Co-op Town Meeting (56)	CPP Tooth Pwdr Mr. Mrs North (148) R	Official Detective S	Lewis Howe Co Date With Judy (146)
8:45	"	" *	"	"
9:00	"	Gulf Oil We the People (119)	Serutan Co Gabriel Heatter (156)	Lever Bros. Amos 'n Andy (149)
9:15	"	"	White Hall Co. Real Stories (10)	"
9:30	Boston Symphony 10/14 S	Studio 1 S	The Zane Grey Show S	S C Johnson Fibber McGee & Molly (144)
9:45	"	"	"	"
10:00	"	"	Pilot Radio Amer. Forum	Lever Bros. Bob Hope (128)
10:15	"	"	"	"
10:30	Labor U. S. A. (116) S	Open Hearing S	Calif. Melodies (251) S	Brown & W'mson Red Skelton (160)
10:45	Let Freedom Ring S	"	"	"

DAYTIME

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Coast to Coast on a Bus S	World News	Y. P. Church Rev. P. Crawford (223)	World Ns. Rdup John McVane Co-op
9:15	"	Ballard & Ballard Renfro Folks (27)	"	Story to Order S
9:30	"	"	Tone Tapestries (250) S	Words & Music 9:30-10:00 S
9:45	"	Trinity Choir S	"	Hudson Coal Co D. & H. Miners (13)
10:00	Message of Israel S	Church of Air S	Radio Bible Class (228)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (250)	West'n Auto Circle Arrow (57)
10:45	"	"	"	Cameos of Music 10:30-11:00 S
11:00	Fine Arts Quartet S	College Choir S *	News (243) S	Voices Down the Wind S
11:15	"	"	Dixie Four Quartet S	"
11:30	Hour of Faith S	Salt Lake City Tabernacle S	Northwestern U. Review (188) S	News Hilites S
11:45	"	"	"	Campana Solitair Time (19)
12:00 N	News	Invitation to Learning S	Pilgrim Hour Dr. C. Fuller (224)	Bunte Bros. World Front-Ns (11)
12:15 PM	Texas Jim S	"		"
12:30	World Security Workshops S	As Others See Us S	Lutheran Hour Dr. W. Maier (265)	Eternal Light S
12:45	World Security Workshop S	"	"	"
1:00	Amer. Future Sam Pettengill (203) R	People's Platform S	Wings Shirts Wm. Shirer	America United S
1:15	Raymond Swing	"	Am. Bird Prod. Am. Warblers (58)	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	Toni Co. Breakfast Club (212) R	Co-op News	Co-op Henry LaCossitt (138)	Honeymoon in New York S
9:15	Swift & Co. Breakfast Club (127) R	Okla. Roundup S	Shady Valley Folks (200) S	"
9:30	"	"	"	Clevelandaires S
9:45	Philco Corp Breakfast Club (242)	"	"	Nelson Olmsted S
10:00	Libby, McNeill & Libby R	Music You Know S	Co-op Cecil Brown (161)	Fred Waring Show
10:15	My True Story (196)	"	Faith Our Time (142) S	"
10:30	Gen Mills Betty Crocker (191) R	Manhattan Evelyn Winters (160) R	Say With Music Willard's Orch. (190) S	P & G Road of Life (143)
10:45	Curtis Co. Listening Post (202)* R	Babbitt David Harum (54)	"	P & G Joyce Jordan (146)
11:00	P&G Break. Hollyw'd (234) R	Liggett & Myers Arthur Godfrey (158)	Emily Post Quiz (113) S	Toni Co Nora Blake (154)
11:15	Kellogg Co. Break. Hollyw'd (234) R	"	Tell Your Neighbor (160) S	Manhattan Soap Katie's Daughter (156)
11:30	Kellogg Co. Galen Drake (204)	Contin'al Baking Grand Slam (47)	Phil Morris Hearts Desire	Prud'tl Ins. Jack Berch (134)
11:45	West. Elec. Corp. Ted Malone (196) R	P & G Rosemary (64)	"	B T. Babbitt Lora Lawton (96)
12:00 N	P&G Welcome Trav. (183)	Gen. Foods Wendy Warren (145)	Kate Smith Speaks, Co-op (296)	"
12:15 PM	"	Lever Bros. Aunt Jenny (56)	Serutan (Victor Lindlar 108)	Harkness of Washington S
12:30	To Be Announced	Whitehall Helen Trent (77)	U. S. Service Bands (243) S	Words & Music S
12:45	"	Whitehall Our Gal Sunday (79)	"	"
1:00	Co-op Baukhage (92)	P & G Big Sister (69)	Co-op Cedric Foster (128)	Special Music S
1:15	Co-op Nancy Craig (11)	P & G Ma Perkins (79)	Red Hook 31 (100) S	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Tommy Bartlett Show (200) S	Co-op News	To Be Announced	Story Shop S
9:15	"	Songs For You S	"	"
9:30	"	"	News R. Hurleigh (95) S	Bill Herson S
9:45	"	Saturday's Rhythm S	Helen Hall S	"
10:00	U. S. Navy Band S	Garden Gate	B. Harrington (119) S	Frank Merriwell S
10:15	"	Johnson Singers S (29)	"	"
10:30	Piano Playhouse S	Pet Milk Mary Taylor (139) R	Shady Valley Folks (200) S	Swift & Co. A. Andrews (161) R
10:45	"	"	"	"
11:00	Junior Junction S	Cream of Wheat Let's Pretend (146) *	Pauline Alpert (166) S	Swift 11/ Meet the Meeks R
11:15	"	"	"	"
11:30	The Bosco Co. Land of the Lost (36) 10/11	W. A. Sheaffer Adventurers' Cl. (156)	Say with Music Willard Orch. (190) S	Brown Shoe Smilin' Ed McConnell (157)
11:45	"	"	"	"
12:00 N	Johnny Thompson S	Armstrong Cork Theater of Today (159)	Pan-Americana Starr Orch. (252) S	Barriault Wash. News S
12:15 PM	Facing the Future S	"	Week in Wash. Albert Warner (261) S	Public Affairs S
12:30	American Farmer (88) S	Bowey's Stars Hollywood (52)	Flight into Past U S AAF Band (253) S	Home Is What You Make It S
12:45	"	"	"	"
1:00	UN Highlights S	Pillsbury Grand Cen Sta. (129)	Lachn Sardi's Bill Slater (101) S	Allis-Chalmers Nat. Farm & Home Hour (160)
1:15	"	"	"	"

1:30 - 5:45

	ABC	CBS
1:30	Raymond Le & Hudnut C S. Kaye (14	Journey to Life S
1:45	(1:55-2:00	"
2:00	Lee Sweetin S	Lt. Q. Le Show S
2:15	"	"
2:30	National Vespers (74) S	Joe Reid Digs S
2:45	"	Kiss Co. Hint to Yo (4)
3:00	Morrell & C Lassie (105)	New York Philharmonic Symphony S
3:15	Johnny Thompson	"
3:30	This Week Round the W (152) S	"
3:45	"	"
4:00	Are These O Children (153) S	"
4:15	"	"
4:30	Patti Pa Presents Ros Mans	Cons. Hour (55)
4:45	"	"
5:00	Dr. Peppe Adv. of Bill (105)	Radial Ins. Hour (53)
5:15	"	"
5:30	Schaffer C Counter (105)	Gunsmoke S
5:45	"	Mr. Keen

BROADCASTING

WEDNESDAY

	MBS	NBC
	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Sketches Melody 6:20-6:30 S
		Once on Time S
		Sun Oil Co. 3-Star Extra (33)
	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
	Orch. S	Miles Labs. News of World (135)
	Electrical Union Arthur Gaeth	W. F. McLaughlin Manor Hse. Time (7)
	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
	Racket Smashers (355)	Colg.-Palm.-Pee Dennis Day (150) R
	Quiet Please	Kraft Foods Gildersleeve (127) R
	Carter Products Gabriel Heatter (370)	Bristol Myers Duffy's Tavern (134)
	White Hat Co. Real Stories (10)	
	Encore Theatre	Bristol-Myers Dist. Attorney (134)
	To be Announced	Am. Cig. & Cig. The Big Story (160)
	Orchestra S	Rexall Stores Jimmy Durante (160)

THURSDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Sketches Melody 6:20-6:30 S
		In My Opinion S		
		Co-op Sports Red Barber		Once on Time S
		P&G Ivory Thomas (74) R		Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition (53)	P & G Beulah (66)	Fulton Lewis, Jr. (339)	Liggett & Myers Supper Club (156) R
	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orch. S	Miles Labs. News of World (126)
	Ellery Queen S	Campbell Soup Club 15 (150) R	Kaiser Wendell Noble (425)	Grand Marque
		Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
	Candid Microphone S	P & G Lava FBI (147) R	Revere Camera Jan.-August	General Foods Aldrich Family (140) R
	Candid Microphone S		Holly House S	
	The Clock S	Whitehall Mr. Keen (117) R	Scarlet Queen S	General Foods Burns & Allen (142) R
	General Electric Willie Piper (164) R	Auto-Lite Dick Haymes (158)	Serutan Co. Gabriel Heatter (156)	Kraft Foods Co. Music Hall (139)
			White Hall Co. Real Stories (10)	
	Dr. Pepper Co. Darts for Dough (170)	Anchor-Hocking Crime Photog. (144)	National Guard Block Party (382)	Sealtest Village Store (76)
	Mr. President S	Hall Brothers Readers Digest (157)	The Family Theatre (269) S	R. J. Reynolds Bob Hawk Show (151)
	Mr. President S			
	Lenny Herman Quintet S	To Be Announced	Dance Orchestra S	Pabst Sales Co. Eddie Cantor (146)
	Earl Godwin S			

FRIDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	Metro. Life Ins. Eric Sevareid (21)	Repeat of Kid Strips	News S John McVane Clem McCarthy 6:15-6:20 S Sketches Melody 6:20-6:30 S
		Report from UN S		
		Sports Co-op Red Barber		Once on Time S
		P&G Ivory Thomas (74) R		Sun Oil Co. 3-Star Extra (33)
	Co-op Headline Edition (53)	P & G Beulah (66)	Fulton Lewis, Jr. (331)	Liggett & Myers Supper Club (156) R
	Co-op Elmer Davis (46)	P & G Jack Smith (81) R	Orchestra	Miles Labs News of World (135)
	General Mills Lone Ranger (175)	Campbell Soup Club 15 (151) R	Gen. Motors Henry Taylor (379)	W. F. McLaughlin Manor Hse. Time (7)
		Campbell Soup Ed Murrow (149) R	Bayuk Cigars Inside Sports (101)	Pure Oil Co. Kaltenborn (35)
	Norwich Phar. Fat Man (136) R	General Foods Baby Snooks (148) R	Philco Corp. Burl Ives (252)	Cities Service Co. Highways in Mel. (80)
			Alan Dale S	
	Equitable Life This Is Your FBI (221) R	General Foods Thin Man (146) R		Colg.-Palm.-Pee Can You Top This (141) R
	Bristol-Myers Break the Bank (183) R	Borden Borden Show (160)	Nasema Co. Gabriel Heatter (157)	Brown & W'mson People are Funny (159)
			White Hall Co. Real Stories (10)	
	Pacific C. Borax The Sheriff (191)		Co-op Informa Please (288)	Sterling Drug Waltz Time (140)
	Ch. Spark Plug Roll Call (215)			
	Gillette Sports (254)	Philip Morris It Pays to be Ig. (144)	Co-op Meet the Press (277)	Centaur Co. Mystery Theatre (140)
		Coca-Cola Spotlight Review (153)	Date Night S	Colg.-Palm.-Pee Sports Newsreel (70)
				Speaker from Washington S

SATURDAY

	ABC	CBS	MBS	NBC
	Vagabond S	News S Bill Shadel	Sports Parade S	News Summary S
	Betty Russell S	Word from the Country S		Religion in the News S
	Sports, N. Y. (107) S	Sports Review S	John Bosman, Sports S	NBC Symphony S
	Communism & One World S	News S Larry Lesueur	Orchestra	
	Museum of Modern Music S	Co-op Hawk Larabee	Hawaii Calls (360) S	
	Challenge of The Yukon S	Romance S	Kaiser Wendell Noble (425)	Mars Inc. Curtain Time (127)
			Danton-Walker Hy Gardner News S	
	Ross Dolan Detective (207) S	Campana First Nighter (57)	Ronson Metal 20 Questions (188)	P & G Life of Riley (135) R
	General Mills Famous Trials (164) R	Bill Goodwin S	Hospitality Club S	P & G Truth or Consq. (137)
	L. E. Waterman Gangbusters (197)	Joan Davis Show Co-op	Stop Me If You've Heard This S	Am. Tobacco Co. Your Hit Parade (159)
	Murder and Mr. Malone (68)	R. J. Reynolds Vaughn Monroe (154) R	What's the Name of that Song (300) S	Colg.-Palm.-Pee Judy Canova (140)
	American Oil Prof. Quiz (101)	Pet Milk Sat. Nite Ser. (76)	Chicago Theatre of the Air (390) S	Colg.-Palm.-Pee Kay Kyser (140)
	Hayloft Hoedown (107) S	Abe Burrows S		R. J. Reynolds Grand Ole Opry (147)
		Sound-Off S		

* EXPLANATORY NOTES

LISTINGS IN FOLLOWING ORDER: SPONSOR, NAME OF PROGRAM, NUMBER OF STATIONS AND IN SOME INSTANCES, STARTING DATE: S INDICATES SUSTAINING, R RE-BROADCAST ON WEST COAST.

ABC

10:30-11:00 AM Tuesday, Club Aluminum Products Co. sponsors Club Time R over 47 stations. Thursday, 10:15-11:00 AM, The Deadbolt Co., Dorothy Killgallen R (168).

2:30-3:00 PM, Jack Armstrong sponsored by General Mills and Sky King sponsored by Derby Foods are heard on alternate days, Monday through Friday.

3:15-3:30 PM Sun., Bowes and Williamson sponsor Just or Fiction, 144 stations.

3:30-4:15 PM Wednesday, Exercising Co.'s responsible of Henry Morgan to expire December 8, 1947, extended for three more weeks.

CBS

12:30-1:15 AM Sat.-Sun., Curtis sponsors W. Bruenn news, 148 stations.

2:15-2:30 PM Mon.-Fri., Pure Oil Co. sponsors Bill Henry News, 96 stations.

2:30-2:45 PM Saturday-Sunday, Lydian sponsors Hal Calmer News, 148 stations.

4:45-5:00 PM News.

MBS

2:30-3:00 PM Monday, Wednesday, Friday, Bandy and on Tuesday and Thursday, Mutual broadcasts Billy Rose Show.

NBC

2:15-2:30 PM Tues. and Thurs. Procter & Gamble sponsor Fred Waring Show.

2:30-3:00 PM Tuesday and Thursday, American Home Products sponsor Fred Waring Show on 141 stations. On Friday, 10:30-11:00 AM, Maurice Evans, Colgate Co. sponsors Theatre Guild on 148 stations. Started to broadcast May, 1945.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

SUNDAY

	CBS	MBS	NBC
	Garway Life S	For Your Approval S	Chic. Rd. Table S
	Kat. L. Lewis Show S	Stephen Graham Family Dr. (210) S	RCA Victor Show (152)
	Ted Reid Digs S	Co-op Bill Cunningham (210)	Int. Harvester Harvest-Stars (157)
	Wm. Co Went to You (8)	Veteran Wants to Know S (150)	
	New York Philharmonic Symphony S	H. C. Cole Ming Variety Show (100)	Sheaffer Pen Parade (53)
		General Foods Juvenile Jury (300)	Stand. Brands 1 Man's Fam. (144)
		General Foods House Mystery (374)	Miles Lab Quiz Kids (145)
	Wm. Co. Show Hour (55)	Wilmsn. Candy True Detective (387)	Musicana S
	Mutual Ins. Show Hour (30)	D. L. & W. The Shadow (85)	Ford Motor Co. Ford Theatre (159)
		Helbros Watch Quick as a Flash (363)	
	Harwich		

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	(Not in Service)	P & G Dr. Malone (48)	Quaker City Serenade (227) S	Robt McCormick Co-op S
		P & G Guiding Light (79)	Ralston Purina Chd. Jamboree (152)	Robt. L. Ripley Co-op
	Co-op Walt. Kiserman (47)	Gen. Foods 2nd Mrs. Burton (65)	Miles Labs. Philip Morris Armour Queen for Day	Gen. Mills Today's Children (132)
	Co-op Ethel & Albert (42)	P & G Perry Mason (86)	Jack Bailey (213)	Gen. Mills Women in White (132)
	Sterling Drug Bride & Groom (201) R	Look Your Best S	Martin Block (352)	Gen. Mills (2:40 Betty Crocker 132)
		Manhattan Rose of Dreams (159)	Semler M-W-F	Gen. Mills Light of World (48)
	Quaker Oats Ladies be Seated (205) R	Campbell Soup Double or Noth'g (107)	To Be Announced	P & G Life-Beautiful (98)
	Toni Co. Ladies be Seated (202) R			P & G Ma Perkins (144)
	Nat. Biscuit Co. Whiteman Club (227)	Gen. Elec. House Party (163)	Pharmaco Song of the Stranger	P & G Pepper Young (133)
	R. J. Reynolds Co. Whiteman Club			P & G Right to Hap'ness (142)
	Nestle's Prod. Whiteman Club (196)	Armour & Co. Hint Hunt (153) R	Co-op Erskine Johnson (240)	Sterling Drug Backstage Wife (142)
	Wesson Oil Whiteman Club (180)		Co-op Johnson Family Scribner (337)	Sterling Drug Stella Dallas (142)
	Treasury Show (184)* S	Winner Take All Co-op	Two-ton Baker (352) S	Sterling Drug Lorenzo Jones (142)
	Treasury Show S		Adventure Parade (210) S	Sterling Drug Y. Widder Brown (142)
	Co-op Dick Tracy	American School of the Air S	Hop Harrigan S	Gen. Fds. When Girl Mar. (76)
	Quaker Oats Co. Terry & Pirates (204)		Kellogg's Superman	Gen. Fds. Portia Faces Life (87)
	General Mills Jack Armstrong *	Treasury Bandstands S	Capt. Midnight (Wander Co. 115)	Whitehall Just Plain Bill (57)
	Derby Foods Sky King *	Miles Lab. Lum 'n Abner (125) R	Ralston Purina Tom Mix (414)	Whitehall Front Page Farr (56)

SATURDAY

	ABC	CBS	MBS	NBC
	Our Town Speaks S	Borden County Fair (161)	Bands for Bond (273) S	Vet. Adv'r. Ty Krum S
			U. S. Army Football	Report Europe S
	Texas Co. Metro. Opera (240)	Toni Co. Give & Take (159) R		Football Games
		Country Journal S		
		Of Men And Books S		
		Adv. in Science S		
		Cross Section USA S		
		Treasury Bandstand S		
			Races from Belmont	
		Saturday at the Chase S	Dance Orch.	
		Philadelphia Orch. 12/13 S	Band S	E. Tomlinson S
				Whitey Berquist & Orchestra S
		Saturday At the Chase	Orch. S	Lennie Herman's Quintet S
	Dorothy Fuldheim (98)			Wildroot King Cole Trio (150)

A tough-minded examination of 1947 radio values shows that CBS is the most effective network in America, today

CBS leads all other networks in delivering actual audiences at lowest cost to advertisers.

CBS achieves this effectiveness by means of superbly balanced facilities and completeness of coverage *combined* with **CBS' ability to provide advertisers with *programs* that simultaneously win large audiences *and* deliver outstanding radio values.**

CBS does this with a "Package Program" operation unmatched in network radio.

For example: "My Friend Irma" and Arthur Godfrey's "Talent Scouts"... both CBS-built, CBS-produced... both in their first sponsored season... are ranked by NRI among the top-audience shows in all network radio.

And along with this..."My Friend Irma" ranks *third*, "Talent Scouts" *fifth*, in number of homes delivered per dollar.

The reasons why CBS is able to supply such performances for its advertisers are factually summarized in a new study.
To see the study...
And to get the utmost in radio values...

SEE CBS...
THE COMPLETE NETWORK

TV Authorized, Sought in 54 Cities

SEVENTEEN commercial television stations are on the air, 54 others have been authorized, and 43 applications are pending before the FCC, according to a roundup released by the Commission last week.

The list, prepared as of Dec. 1, showed commercial video authorizations or applications for 54 cities in 29 states. The number of licenses outstanding remains at the wartime total of six, but 11 other stations have gone on the air under special temporary authorization preliminary to licensing.

Of the 43 applications pending, 25 have been set for hearing; most of these are in competitive proceeding for communities where the number of applications exceeds the number of channels that are available.

Television authorities estimated that the operating or authorized stations represent initial installation costs totaling from $10,700,000 to $14,250,000, while the comparable figures for the 43 pending applications was placed between $6,450,000 and $8,600,000.

The list is shown below, with grouping by state and city. An asterisk (*) denotes a licensed station; "CP" represents a construction permit; "CP-O" indicates those operating under special temporary authority. "A" indicates application pending, while "A-H" represents application in hearing. "TBD" means "to be determined." The list:

City, States and Applicant	Call Letters	Channel No. Frequency (mc.)	Effective Peak Power Radiated Visual (kw.)	Aural (kw.)	Antenna Ht. Above Average Terrain (ft.)
CALIFORNIA					
Hollywood					
(CP-O) Television Productions Inc.	KTLA	(5) 76-82	30	15	2,921
Los Angeles					
(CP) ABC	KECA-TV	(7) 174-180	4.5	2.7	2,831
(CP) Earle C. Anthony Inc.	KFI-TV	(9) 186-192	16.1	17	3,037
(CP) NBC	KNBH	(4) 66-72	15	8	3,130
(CP) Dorothy S. Thackrey	KLAC-TV	(13) 210-216	16	16	2,841
(CP) Times-Mirror Co.	KTTV	(11) 198-204	19.15	19.15	.....
(A-H) Don Lee Bcstg. System	.....	(2) 54-60	....	....	.....
Riverside					
(CP) Bcstg. Corp. of America	KARO	(1) 44-50	1	1	5,132
San Diego					
(A) Balboa Bcstg. Co.	.....	(6) 82-88	....	....	.....
San Francisco					
(CP) ABC	KGO-TV	(7) 174-180	5.4	2.7	1,281
(CP) Associated Broadcasters	KWIS	(5) 76-82	23.6	12.6	583
(CP) Chronicle Pub. Co.	KCPR	(4) 66-72	18-24	19-2	2,281
(A-H) Don Lee Bcstg. System	.....	(2) 54-60	....	....	.....
Stockton					
(CP) E. F. Peffer	KGDM-TV	(8) 180-186	1.93	1.80	337
CONNECTICUT					
Hartford					
(A-H) Conn. Bcstg. Co.	.....	(10) 192-198	....	....	.....
(A-H) New Britain Bcstg. Co.	.....	(8) 180-186	....	....	.....
(A-H) Travelers Bcstg. Service	.....	(10) 192-198	....	....	.....
(A-H) Yankee Network	.....	(8) 180-186	....	....	.....
New Haven					
(CP) Elm City Bcstg. Corp.	WNHC-TV	(6) 82-88	1.82	.957	510
Waterbury					
(A-H) Empire Coil Co.	.....	(12) 204-210	....	....	.....
(A-H) Fairfield Bcstg. Co.	.....	(12) 204-210	....	....	.....
(A-H) Harold Thomas	.....	(12) 204-210	....	....	.....
DELAWARE					
Wilmington					
(CP) WDEL Inc.	WDEL-TV	(7) 174-180	1	0.5	281
DISTRICT OF COLUMBIA					
Washington					
(CP) Bamberger Bcstg. Service	WOIC	(9) 186-192	30-25	24.5	Vis. 453 Aur. 473
(CP-O) Allen B. DuMont Labs.	WTTG	(5) 76-82	6.25	2.5	45
(CP-O) Evening Star Bcstg. Co.	WMAL-TV	(7) 174-180	27.7	13.9	542
(CP-O) NBC	WNBW	(4) 66-72	20.5	17	330
FLORIDA					
Miami					
(CP) Southern Radio & Tele. Eqpt. Co.	WTVJ	(4) 66-72	1.57	0.786	340
(A) Miami Bcstg. Co.	.....	(5) 76-82	....	....	.....
GEORGIA					
Atlanta					
(A) Liberty Bcstg. Corp.	.....	(5) 76-82	....	....	.....
ILLINOIS					
Chicago					
(CP) ABC	WENR-TV	(7) 174-180	30	15	612
(*) Balaban & Katz Corp.	WBKB	(4) 66-72	1.8	1.8	390
			(CP) 12.42	7.50	(627
(CP) NBC	WNBY	(5) 76-82	21.8	21.8	592
(CP-O) WGN Inc.	WGNA	(9) 186-192	18.4	9.4	496
(A) Sun & Times Co.	.....	(13) 210-216	....	....	.....
(A) CBS	.....	(11) 198-204	....	....	.....
(A) Johnson-Kennedy Radio Corp.	.....	(2) 54-60	....	....	.....
INDIANA					
Bloomington					
(CP) Sarkes & Mary Tarzian	WTTV	(10) 192-198	1	1	215
Indianapolis					
(CP) Wm. H. Block Co.	WWHB	(3) 60-66	14.44	7.6	331
(A) WFBM Inc.	.....	(6) 82-88	....	....	.....
IOWA					
Ames					
(CP) Iowa A. & M. College	WOI-TV	(4) 66-72	13	10-4	506
KENTUCKY					
Louisville					
(CP) Courier-Journal & Louisville Times Co.	WHAS-TV	(9) 186-192	9.6	7.2	529
(A) WAVE Inc.	.....	(5) 76-82	....	....	.....
LOUISIANA					
New Orleans					
(CP) Maison Blanche Co.	WRTV	(4) 66-72	13.6	7.2	375
MARYLAND					
Baltimore					
(CP-O) A. S. Abell Co.	WMAR	(2) 54-60	17.1	17.1	397.4
(CP) Hearst Radio	WBAL-TV	(11) 198-204	32.6	17.2	525
(CP) Radio-Television of Baltimore	WAAM	(13) 210-214	31.65	20	410
MASSACHUSETTS					
Boston					
(CP) Westinghouse Radio Stations	WBZ-TV	(4) 66-72	14.3	7.13	547
(CP) Yankee Network	WNAC-TV	(7) 174-180	32.7	32.7	566
(A-H) Boston Metro. Tele. Co.	.....	(9) 186-192	....	....	.....
(A-H) Empire Coil Co.	.....	(9) 186-192	....	....	.....

(Continued on page 64)

At the Dog Show

Means:

"Top Honors"

But IN DALLAS —FORT WORTH

It's 1 STATION WFAA

2 FREQUENCIES 820 - 570

3 NETWORKS NBC - ABC and Texas Quality

• It's as easy as 1-2-3 to SELL the DALLAS-FORT WORTH MARKET with

WFAA

radio service of the Dallas Morning News

Represented Nationally by

EDWARD PETRY & Co., INC.

Sale of WCAU to 'Bulletin' Approved; WPEN to Sun Ray

PHILADELPHIA *Bulletin's* acquisition of 50-kw WCAU Philadelphia and sale of its own 5-kw WPEN, involving stripped prices totaling about $3,700,000, were approved by FCC last week on a 4-to-2 vote.

The transactions will become effective between Dec. 16 and 21.

WCAU and its associated WCAU-FM were part of a radio-newspaper transaction in which J. David Stern, forced by a three-month strike by the Newspaper Guild, sold the *Philadelphia Record* and the *Camden Post* and *Courier*, as well as WCAU and WCAU-FM, to the *Bulletin* late last January [BROADCASTING, Feb. 3]. Stripped price for the clear-channel station and its FM affiliate was about $2,900,000.

The accompanying radio transaction involved the *Bulletin's* sale of WPEN to Sun Ray Drug Co. for $800,000 [BROADCASTING, June 16]. Auxiliary transfers, designed to keep all *Bulletin* radio properties at the same location, involved the exchange of WCAU - FM for WPEN-FM and WPEN-TV, and corresponding exchanges in call letters so that the *Bulletin* outlets will all use the WCAU basic call.

Comrs. Clifford J. Durr and Robert F. Jones voted for hearing on the transactions but were overruled by Acting Chairman Paul A. Walker and Comrs. E. K. Jett, Rosel H. Hyde and E. M. Webster.

Purchase of WCAU was at virtually the same price Mr. Stern paid Dr. Leon Levy and his brother, Isaac D., and their associates when he acquired the station about a year ago.

Management of WCAU is expected to continue under the direction of Dr. Levy, co-founder of the station. G. Bennett Larson, WPEN manager, is expected to remain with the *Bulletin* organization but in the immediate future probably will devote himself primarily to development of the television properties.

Drug Co. Operations

Sun Ray Drug, new owner of WPEN and WPEN-FM (presently WCAU-FM), operates some 150 stores throughout the Eastern Seaboard. The company is headed by Harry Sylk, with William H. and Albert J. Sylk as executive vice presidents.

WCAU, a CBS affiliate, operates on 1210 kc with 50 kw. WPEN, an independent, is on 950 kc with 5 kw.

Meanwhile, FCC also approved the sale of KSMA Santa Maria, Calif. (1450 kc, 250 w) for $32,500 and a 25% interest in KHON Honolulu (1380 kc, 5 kw) for $2,500. Assignment of license of WQQW and WQQW-FM Washington by Metropolitan Broadcasting Corp., a District of Columbia corporation, to WQQW Inc., a Delaware corporation, with no change in ownership, also was approved.

In the KSMA transfer, Hugh G., Charles A. and Mareby Cardella Shurtliff and Cleo Agnes Center sold the station to Santa Maria Broadcasting Co. The new firm is owned by R. H. Hardenbergh, former FCC radio inspector and more recently a design engineer with Eitel-McCollough, San Bruno, Calif., and W. J. Davidson, formerly with KSTP St. Paul and a large number of California stations as actor, announcer, and program executive. Mr. Hardenbergh will have at least 61.5% and Mr. Davidson at least 24.6%, with the remainder held by one or both of them and/or a third stockholder.

In the KHON transaction, Ralph M. Fitkin, president, who with his wife owns 50% of the voting stock, gave up negative control through the sale of 25% interest to Louis Roy Turner, vice president. J. C. Hardy retains the remaining 50% of voting stock.

KHON is an MBS and Don Lee affiliate. KSMA is an independent.

No Flies on Lester

NBC, with straight face, last week issued a correction to a press release of Oct. 23:

"In an NBC television press release of Oct. 23, 1947, it was incorrectly stated that the high-speed pictures of drone flies in flight shown over WNBT, Oct. 26, were taken by Dr. C. H. Curran, curator of the department of insects and spiders of the American Museum of Natural History. The pictures were taken by Henry M. Lester, with his own equipment and in his own laboratory, with Dr. Curran supervising handling of the flies."

Pro Playoff Sponsors

FULL ABC network will broadcast National Professional Football League championship game Dec. 21 for fifth consecutive year under joint sponsorship of General Mills Inc., Minneapolis, and Wilson Sporting Goods Co., Chicago. Originating from Chicago, broadcast will be announced by Harry Wismer and Red Grange. In the event of a tie in either division of league, which would necessitate a playoff, broadcast will be postponed until Dec. 28. Agencies are Knox Reeves, Minneapolis, and Ewell and Thurber Associates, Chicago, respectively.

WAKE UP
TO THE KFH TWIN MARKET

S-T-R-E-T-C-H your advertising results with DOUBLE COVERAGE. That twin Farm and City Market served by KFH will "rise and shine" for you on "That Selling Station for the Southwest." Ask any Petry office.

THAT SOLID SECTION OF KANSAS' RICHEST MARKET
WICHITA IS A HOOPERATED CITY
KFH WICHITA
WICHITA KANSAS OKLAHOMA
CBS . . . 5000 WATTS DAY AND NIGHT . . . CALL ANY PETRY OFFICE

*and it's so easy through Headley-Reed Co.

From "Uncle Remus, His Songs and His Sayings" (which appeared originally in The Atlanta Constitution in 1880), by special permission of Appleton-Century Company.

Smart timebuyers can't afford to "play dead" to these facts: WCON, The Atlanta Constitution station, on the air soon—with a ready-made audience—thousands of ears waiting for ABC's network programs, and WCON's star-bright staff of talent. Good shows backed by outstanding WCON "7-Way Promotion" will make us first on Georgia radios in preference as well as position.

WCON – ATLANTA

THE ATLANTA CONSTITUTION STATION • 550 KC • 5000 WATTS

OBJECTIVE >>

Avery-Knodel Inc.
John Blair & Company
The Bolling Company Inc.
The Branham Company
Burke Kuipers & Mahoney Inc.
Burn Smith Company Inc.
Capper Publications Inc.
Thomas F. Clark Company Inc.
Forjoe & Company
Free & Peters Inc.
The Friedenberg Agency Inc.
Gilman Nicoll & Ruthman
W. S. Grant Company Inc.
Homer Griffith Company
Headley-Reed Company
George P. Hollingbery Company
The Katz Agency Inc.
Lorenzen & Thompson Inc.
McGeehan & O'Mara Inc.
Joseph Hershey McGillvra Inc.
J. P. McKinney & Son
John E. Pearson Company
John H. Perry Associates
Edward Petry & Company Inc.
Radio Advertising Company
Paul H. Raymer Company Inc.
Sears & Ayer Inc.
Taylor-Howe-Snowden Radio Sales Inc.
Walker Company Inc.
Weed & Company
Adam J. Young Jr. Inc.

NARSR

NATIONAL ASSOCIATION

With the clear realization

... that there is a tremendous undeveloped potential for National Spot Radio

... that National Spot Radio offers special economy and effectiveness for advertisers

... that this business is both desirable and highly profitable to radio stations

... that development of this business to any substantial degree can best be accomplished by means of collective effort...

... we, the radio representative companies listed here, have joined together with common understanding and common purpose to form a national association. Our major objective is:

>>> to develop the use and increase the sale of national spot radio

OF RADIO STATION REPRESENTATIVES

'SUBSCRIPTION' RADIO REBUFFED IN CHICAGO

IF THERE IS a station in the Chicago area interested in experimenting with Dr. Rolf Kaltenborn's "subscription radio project," it isn't on the air as yet. A check of every AM and FM station within 50 miles of Chicago revealed absolutely no interest in Dr. Kaltenborn's dream of rented radio.

However, it was learned from authoritative sources that Dr. Kaltenborn, son of the news commentator, H. V. Kaltenborn, had contacted Marshall Field, Chicago publisher and station owner, by wire. Mr. Field is reported to have turned the wire over to Howard Lane, head of Field Enterprises Inc., Chicago.

Mr. Lane said there was "absolutely no possibility" that Mr. Field might consider Dr. Kaltenborn's plan to transmit a scrambled signal which could be received only on sets subscribing to the service.

Further, radio engineers said the plan was "fantastic" and in violation of the Federal Communications Act which provides for "free" radio. Only possibility open to Dr. Kaltenborn would be for him to offer the service by direct telephone wire, the engineers said.

PRESIDENTIAL ADVISOR John R. Steelman (l) and Charles Luckman, (center), president of Lever Bros., who until recently headed the Citizens Food Committee, spoke on a closed circuit to 169 CBS stations Nov. 25. Their listeners included members of governors' and mayors' food committees across nation. At right is James A. Colliflower, Washington, D. C., committee head, who witnessed the talks at WTOP, where they originated.

SALUTE AD COUNCIL

1,000 Outlets to Air ½-Hour Transcribed Program

THE ADVERTISING Council will be saluted in a half-hour program to be transcribed jointly by the four major networks and broadcast by more than a thousand U. S. stations on or after Dec. 10.

Titled *Let Truth Be Known*, the show stars Van Heflin and an outstanding cast of radio actors. Arnold Perl wrote the script and Mitchell Grayson directed.

Charles G. Mortimer, vice president of General Foods and Advertising Council chairman, is scheduled to speak briefly during the broadcast. The show was planned and produced by a four-man committee representative of all four networks. Its members were John Coburn Turner, ABC script manager; William Fineshriber, general manager of the CBS program department; Herbert Rice, MBS production director, and Thomas McCray, NBC eastern program manager.

WISMER IS HONORED BY 'SPORTING NEWS'

HARRY WISMER, ABC sports director, and assistant to G. A. Richards, owner WJR Detroit, will receive the First Annual *Sporting News* award for the nation's top football announcer. Presentation ceremonies will take place between the halves of the Sugar Bowl contest, which he will broadcast. The 34-year-old announcer has averaged 30 games a season at the mike for the last five years, including profession and inter-collegiate football. The Sugar Bowl struggle will be his fifth consecutive broadcast of that event.

Mr. Wismer

Named as one of the "Ten Outstanding Young Men of the Year" by the Junior Chamber of Commerce last winter, Mr. Wismer is also the recipient of a Washington Touchdown Club Award in 1945 and 1946; the *Esquire* magazine award for outstanding sports announcing in 1944; and a certificate of appreciation from the War Department for his work on Army broadcasts in 1946.

Mr. Wismer received the *Sporting News* award as the outstanding general sports commentator four successive years for his broadcasts of golf and tennis matches, track meets and other top sports events. He began his announcing career at the university station at Michigan State College, broadcasting the college sports events. Mr. Richards heard him and brought him to WJR to handle sports activities.

Something has happened in Utica, N. Y.

IN JUST 7 MONTHS

WGAT

WINS THE AUDIENCE AND HAS ATTAINED MUSICAL LEADERSHIP . . . with a score of 60.2%

WGAT, the Voice from the heart of the Empire State, will carry your message to Central New York's high-profit market through the precision control of WGAT

*THE SCORE AS TABULATED IN A RECENT SURVEY**

INDEX	SHARE OF AUDIENCE	SHARE OF MUSIC
WGAT	*45.9%	*60.2%

*45.9% of Utica's radio listeners stated they tuned-in WGAT most frequently during the day.

*60.2% of Utica's radio listeners who stated a preference for music chose WGAT over any other station.

WGAT

* *Conducted and Audited by T. L. Curtis Advertising Utica, N. Y.*

Represented Nationally by: RADIO ADVERTISING CO. New York, Chicago, Los Angeles San Francisco

EXECUTIVE OFFICES AND *Studios*

MAYRO BLDG. UTICA, N. Y.

MADE TO ORDER

There is a tendency to think of America as one great, homogeneous land. It is not, really. It varies in subtle ways, though all tingle to the same red, white, and blue flag.

In terms of programming, we recognized a generation ago that we must build a healthy share of our time into material for the people of our area—thousands of them isolated by distance with rugged hills between. They needed something not being given them, and only we could reach them with our 50,000 watt, clear channel station. We built a production staff comparable to those at key network points, and geared to the spirit on which WSM was founded.

The caliber of our performance; the basic rightness of what has been found at 650 on the dial through these 22 years, may best be judged by WSM's present-day position as the number one station to listeners in an area of five million people.

HARRY STONE, GENERAL MANAGER • EDWARD PETRY & COMPANY, NATIONAL REPRESENTATIVES

WSM
NASHVILLE

Always Buy Carefully*

The Right Combination

You're sure of the right combination for covering the Memphis market when you call for the WHHM file and choose the station that changed the time buying habits of many a firm!

MORE LISTENERS PER DOLLAR IN MEMPHIS

●

MORE RESULTS PER DOLLAR INVESTED IN SPOTS OR PROGRAMS

WHHM has planned programming that gives listeners what they want when they want it . . . 24 hours daily.

The folks who can see the cash register, select the station that pays off—right now!

WHHM

Patt McDonald
General manager

MEMPHIS, TENN.

Independent—But not Aloof

Forjoe & Co., representatives

***With Our Hats off to the Alphabet and Chesterfield**

300 Delegates to Convene At TBA Clinic in New York

MORE than 12 states will be represented when about 300 delegates from organizations affiliated with the Television Broadcasters Assn. Inc. and members of TBA attend the Television Clinic Wednesday (Dec. 10) in the Waldorf-Astoria Hotel, New York, according to J. R. Poppele, president of TBA.

A demonstration of the Bell System's recently-opened experimental microwave relay system between New York City and Boston will highlight the day's events, which also will include talks by three engineers from Eastman Kodak Co., Rochester, N. Y.; presentation of the annual TBA awards; election of directors and officers of TBA; and discussion periods.

Attendance at all sessions, except the awards luncheon, will be limited to members of TBA. The association now numbers 53 members, with five applications awaiting approval of the board of directors.

Registration will open at 9:30 a.m. in the Silver Corridor of the Hotel, with the annual meeting of official TBA representatives scheduled in the Basildon Room 10 to 11 a.m.

The Television Clinic will follow at 11 o'clock in the Jade Room, with Ernest A. Marx, DuMont executive and chairman of the executive committee of affiliates, conducting the panel. The session is open to active, affiliate and educational members of TBA. Speakers include three representatives from the Eastman Kodak Co., who will lead illustrated discussions on film recording and rapid film processing for television. They are Dr. William Feldman, "Kodak's 16mm Television Recording Cameras"; Charles E. Ives, "The Rapid Processing of Motion Picture Film for Television"; and T. G. Veal, "Motion Picture Films for Television Recording."

Microwave Talk

Also during the morning session A. F. Wild of the Electronic Division of General Electric Co., Syracuse, will present illustrations and a lecture on "Microwave Relays," and William Morris Jr. and Bob Gordon of the William Morris Agency will present "Talent Answers Television Challenge," featuring personalities in the entertainment world.

"The Advertising Agency Views Television," which will conclude the morning panel, is being arranged by Douglas Day of Buchanan & Co., New York.

Paul Raibourn, vice president of Paramount Pictures and a director of TBA, is chairman of the awards luncheon. Speakers have not yet been announced. Climaxing the session will be the Bell System's microwave relay demonstration between New York and Boston. M. E. Strieby, staff executive of AT&T, will conduct the demonstration in the Astor Gallery where special installations, including a battery of television receivers, will be made.

TBA Elections

TBA directors will elect 1948 officers after the luncheon, with the final panel scheduled for 3 p.m. in the Jade Room. Lawrence W. Lowman, vice president in charge of CBS television, will preside at the forum, when the following speakers will be heard: Neil H. Swanson, vice president of the *Baltimore Sun* in charge of television station WMAR Baltimore, whose topic will be "Getting a Television Station on the Air"; G. Emerson Markham, station manager for General Electric and vice president of TBA, who will discuss "Local Television Station Programming."

James D. McLean, commercial manager of WPTZ Philadelphia, will speak on "Local Commercial Television Sales"; Robert E. Shelby, director of television engineering operations at NBC, will present "The Network Story—Relays, Coaxial, Stratovision, Kinescope Recordings" and Scott Helt of the DuMont television network will discuss "Engineering problems of Local Remotes."

ABC Hollywood Move

TWELVE departments of ABC Hollywood move into new quarters at 6353 Sunset Blvd., effective Dec. 15. Those moving include Don Searle, western vice president; Norman Ostby, assistant to vice president; Frank Samuels, sales manager; Fran Conrad, station relations head; Robert Z. Hall, publicity director; Jack O'Mara, sales promotion director; as well as auditing personnel, audience promotion, cashiers, purchasing and mail room.

HIGHLIGHT in launching of KITO San Bernardino, Calif., last month was the participation of Edward Arnold (l), star of the movies and ABC's *Mr. President* program, who is shown with Maury A. Vroman, KITO's general manager. Mr. Arnold owns citrus ranch on edge of San Bernardino. KITO, licensed to San Bernardino Broadcasting Co., is an ABC affiliate operating with 1-kw fulltime on 1290 kc.

EVERY AD-MAN KNOWS...

Santa Claus misses the mark in Managua

But DID YOU KNOW...

Here in the $1,000,000,000 Ark-La-Tex KWKH occupies the Number 1 spot of all stations in this great 49-county area. Just as the Latin American advertiser makes sure his ads have the "local touch" (for instance, he knows that Saint Nick seldom crosses the Rio Grande) so do we keep ourselves in tune with the likes of our loyal listeners. Constant programming to these preferences has brought us the acceptance we enjoy today. We *know* our audience and put that knowledge to work for our advertisers. Your schedule will receive this same protection on 50,000-watt KWKH . . . the station *heard* by most—*preferred* by most in a *big* tri-state market.

. that people in the South (United States, that is) celebrate Christmas with firecrackers?

. . that 2½ million Southern farm families made $6,500,000,000 in 1946?

. . . that KWKH is the *only* station that covers *all* the rich South Arkansas, North Louisiana, East Texas market?

The Shreveport Times Station

KWKH
SHREVEPORT
50,000 WATTS
Represented by The Branham Co.

Cowles Files Answer to Upton Close

WOL Commentator's Talk Caused $200,000 Libel Suit

THE LONG-AWAITED answer to the Upton Close suit against Albert Warner and Cowles Broadcasting Co. was made public last week. It was filed Nov. 28 in U. S. District Court by Attorneys John F. Harding, New York, and Hugh Lynch Jr., Washington.

The brief is a response to the libel suit brought against Cowles, owners of WOL-MBS Washington; and Mr. Warner, chief of the Mutual Washington news bureau [BROADCASTING, March 3]. In the notice served, the then-Mutual Commentator Close (whose real name is Josef Washington Hall) asked $200,000 damages for "libelous publication" of a broadcast concerning the plaintiff given by Mr. Warner March 6, 1946 over WOL. Mr. Warner's script, exposing much of the alleged misinformation Mr. Close had broadcast, was reprinted in full or in part in the *Congressional Record* and several newspapers, magazines and pamphlets.

Mr. Warner said, in part: "There is a kind of unwritten law in most newspaper shops and radio stations that one columnist or commentator does not find basic fault with another in the neighboring column or program. It is a kind of professional immunity. You may criticize ignorance and malevolent confusion at a distance but not in the critic at your elbow.

"I propose to break that rule."

Mr. Warner then proceeded to review Upton Close's record—his minimizing of Japanese aggression even after Pearl Harbor; his championing of "Fascist Franco and the Nazi henchmen who are on top in Argentina"; his misinterpretation of facts concerning the State Dept., the housing situation, foreign relations; and his presentation of Tyler Kent as a guest on the Close program. Tyler Kent was the clerk in the American Embassy in London who took confidential messages to his London residence, and who allegedly turned over the documents to pro-Germans.

Reviews His Record

The answer to Mr. Close's suit is a further review of the Close record, and a "defense of fair comment" of Mr. Warner's script.

The brief goes back to May 1940, when Mr. Close is quoted as saying that Great Britain had financed and supported Japan's invasion of Manchuria, that nine-tenths of Germany's armaments were either manufactured by or financed by the British, and other anti-British statements with supposedly no factual basis.

The history of his minimizing of the Japanese war threat before Pearl Harbor, then his attack on the way in which the Pacific war was being fought is traced. "Japan is licked to a stalemate in China," he is quoted as saying, followed at various periods with ". . . if there is one thing Japan hopes to do, it is to avoid a clash with the American fleet." "I see less reason for having a war with Japan who is frayed out, eaten out at heart, who has the blind staggers . . . no I see less reason to have war with Japan today than I have any time in seven years." This was March 7, 1941.

On Dec. 15, 1942, Mr. Close said: "Japan is the 'have' nation and we the 'have not' nation and Japan has all the minerals and foods . . . Our leaders were so wrong in the estimate of her strength . . . Our leaders must stop straddling the fence and get into action."

Throughout the European war, Mr. Close "continued his general sharpshooting at British and Russian war policies," the brief states, "and repeatedly raised doubts as to the good faith of the Allies toward one another." Numerous examples of the charges are quoted.

Proof Positive

Included in and filed with the brief are copies of several of Mr. Close's scripts used over Mutual and NBC, Mr. Warner's script on Mr. Close, numerous references to Mr. Close and his talks in comments in the *Congressional Record*, a *Saturday Evening Post* editorial giving factual proof of the falsity of Mr. Close's statements regarding an article in the *Post*, and reprints of various articles by and about Mr. Close in other magazines and newspapers.

In cases cited, the brief points out Mr. Close's allegations and attempts to refute them with factual evidence.

Mr. Close's sponsor at one time on Mutual was the National Economic Council and its president, Merwin K. Hart, who "is well known for his pro-fascist leanings," according to U. S. Supreme Court Justice Robert H. Jackson, quoted in the brief. Lumberman's Mutual Casualty was another Mutual sponsor.

While on NBC, in 1942-'43, he was sponsored by Shaeffer Pen Co. The brief points out that each time Mr. Close's commentaries were discontinued by these sponsors, he gave several varying reasons for the ending of the contract.

According to Mr. Lynch, an attorney for Cowles and Mr. Warner, the law firm last Tuesday was served with notice to strike the answer to the suit. Action is now pending.

PLENTY OF
*Early Birds
in MIAMI
*Starting at 6 A.M. November 15th - 2500 Miamians came to the Bay Front Park Auditorium to celebrate Kirby Brooks' second anniversary on the air with his "Dream Buster" program . . . and to meet the other WIOD morning stars.
FIRST IN MIAMI
WIOD
National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

HUBBELL ROBINSON JR. (l), CBS vice president in charge of programs, confers with Harry S. Ackerman, vice president of Young & Rubicam in charge of radio program operations. Mr. Ackerman joins CBS as executive producer in New York Jan. 1 [BROADCASTING, Nov. 24] and will work with Mr. Robinson in planning and production of all of the network's shows originating there.

SUGGESTS U. S. RADIO HAVE UNESCO LIAISON

A PROPOSAL that the National Assn. of Broadcasters appoint a representative to serve as liaison officer from U. S. radio to the Paris headquarters of UNESCO was made last week to the Radio Executives Club of New York by Philippe Desjardins, head of UNESCO's radio section.

The proposal was made in the presence of Justin Miller, NAB president, who was featured speaker at the club's Wednesday luncheon. Judge Miller, responding to the solicitation by M. Desjardins, said: "I hope we shall be able to work out with him the project he has outlined."

M. Desjardins said the presence of a representative of American broadcasters in Paris would assist UNESCO in using radio to promote its educational and cultural aims.

'TALKING LAMP'

Radio Editor Uses It to Get Story to Paper Quickly

PEACETIME use of a wartime Naval secret weapon was made by Larry Wolters, *Chicago Tribune* radio editor, Dec. 2 to transmit a story to his city editor.

Known as the "talking lamp" the device transmits invisible infra-red radiations and was developed for the Navy to make secret two-way conversation between ships at sea or from ship-to-shore during periods of radio silence. The lamp is a laboratory development of Westinghouse Electric Corp.

Mr. Wolters used the "invisible searchlight beam" to phone his story of the results of the National 4-H Club contest from the Civic Opera Bldg. to Tribune Tower approximately one mile distant.

The device could be used in areas where telephone lines are cut and climatic interference makes radio broadcasting impossible.

EXTRA REACH
GETS EXTRA RESULTS!

KXOK ALONE DELIVERS OVER *22.1% OF THE LISTENING AUDIENCE "MORNING • NOON • NIGHT" IN THE THIRTY COUNTIES SURROUNDING ST. LOUIS

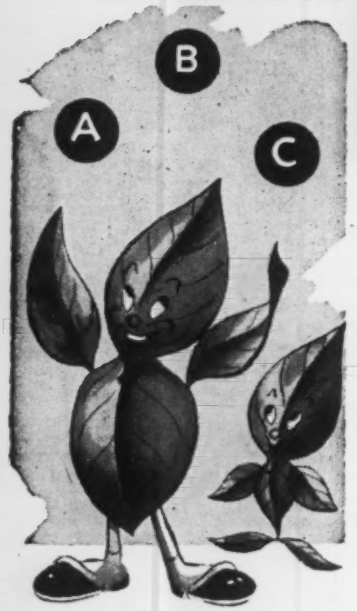
Bless that clear signal at 630 on the dial . . . it packs a punch that puts profits in your pocket! . . . a coverage wallop that BMB describes as 115 counties daytime, 98 counties nighttime. KXOK has surveyed 30 of these prosperous counties . . . the lush area within a hundred miles of St. Louis . . . and found 22.1% of the listeners tuned to 630 on the dial. Bless that clear signal. These counties are all in the heavy-weight class and add a million additional spenders to the million and a quarter St. Louisans in KXOK's "home market." Compare KXOK's long reach and low rates . . . and you'll agree that KXOK is the favorite with advertisers marketing in the St. Louis area. Bless that clear signal at 630 on the dial.

* *Based on a comprehensive coincidental survey in thirty counties surrounding St. Louis. Over 109,000 calls were completed by Edward G. Doody and Co. Ask your John Blair Man about this revealing survey . . . offices conveniently located in New York, Chicago, Detroit, St. Louis, Los Angeles and San Francisco.*

KXOK

ST. LOUIS 1, MO. • CHESTNUT 3700
630 K C • 5000 WATTS • FULL TIME
Owned and Operated by the St. Louis Star-Times

SELLING IS
AS SIMPLE AS



IN EASTERN
NORTH CAROLINA

WRRF*
5000 WATTS, 930 KC
WASHINGTON, N. C.

*WRRZ
1000 WATTS, 880 KC
CLINTON, N. C.

Bright leaf tobacco is just one of the money crops in Eastern North Carolina, and last year's crop from this rich agricultural belt sold for $245,459,006.

Selling this "as good as gold" market is as simple as calling on the two stations of the Tar Heel Broadcasting System which serve this area. WRRF in Washington, N. C., and WRRZ in Clinton, N. C., have a primary daytime listening area of 31 counties with 922,353 population and 135,510 radio families.

These families listen to these regional Tar Heel stations, which in addition to outstanding local features carry the top programs of the ABC Network.

For speedy sales results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

TOP LEVEL figures in the advertising profession were on hand for luncheon given by the Operations Committee of the American Assn. of Advertising Agencies board of directors at New York's Union League Club last week. Invitations to attend as guests of the committee went to the 13 former presidents and board chairmen of AAAA who make up the organization's Advisory Council, and all but three were able to accept. Those present were:

(Seated, l to r)—Gilbert Kinney, senior vice president of J. Walter Thompson Co., chairman 1938-39; H. S. Gardner, chairman of the board of Gardner Advertising Co., president 1924-25; Atherton W. Hobler, chairman of the board of Benton & Bowles Inc., chairman 1940-41; Sigurd S. Larmon, president of Young & Rubicam Inc., chairman 1946-47; J. C. Cornelius, executive vice president for West of Batten, Barton, Durstine & Osborn Inc., chairman of the AAAA board.

(Standing, l to r)—Clarence B. Goshorn, president of Benton & Bowles Inc., AAAA secretary-treasurer; James H. S. Ellis, president of Kudner Agency Inc., director-at-large; Guy C. Smith, secretary-treasurer of Brooke, Smith, French & Dorrance Inc., chairman 1941-42; Allen L. Billingsley, president of Fuller & Smith & Ross Inc., chairman 1939-40 and 1943-45; Fairfax M. Cone, chairman of executive committee of Foote, Cone & Belding, director-at-large; Clarence D. Newell, partner, Newell-Emmett Co., chairman 1930-32; H. K. McCann, president of McCann-Erickson Inc., chairman 1927-30; Frederic R. Gamble, president of AAAA since 1944; George Link Jr., association counsel; Thomas D'A. Brophy, president of Kenyon & Eckhardt Inc., AAAA vice chairman; William Reydel, partner, Newell-Emmett Co., chairman 1942-43; James W. Young, senior consultant, J. Walter Thompson Co., president 1926-27.

BMB Appoints Special Counsel in Fight For Recognition as Tax-Exempt Outfit

APPOINTMENT of the legal firm of Root, Ballantine, Harlan, Bushby & Palmer, and of Ernst & Ernst, accountants, as special counsel to BMB in its fight for official recognition as a non-profit, tax-exempt corporation, was announced last week by the tripartite research organization, following a Tuesday evening meeting of BMB's Executive Committee.

BMB also reported that it has received a two-week extension for filing the income tax return which the Internal Revenue Bureau contends it must file. Original deadline was Nov. 28. BMB officials emphatically declared that the act of filing a return does not imply any admission of tax liability, however.

The committee, whose membership includes the presidents of the three groups sponsoring BMB—ANA, AAAA and NAB—stated that the organization's tax status has not been determined as yet and that the Internal Revenue Bureau has neither rendered a bill nor found BMB tax delinquent.

Ryan Statement

Speaking for the committee, J. Harold Ryan, chairman of the committee as well as of the BMB board, said: "We have no fear whatever of the outcome. BMB's cooperative, non-profit nature stems directly from the fact that the job it does can only be done by that kind of an organization. BMB sprang from the oft-expressed need of advertisers, agencies and broadcasters for a tripartite, cooperative, non-profit research organization. It is inconceivable that the government would ever find such an organization subject to tax."

The committee also issued the following statement, designed to clarify the tax situation for the benefit of its more than 500 station subscribers:

"The Internal Revenue Bureau is not the agency of final resort in the determination of tax liability. Final tax liability can be determined only by the Tax Court of the United States, whose decisions may be appealed through the U. S. Circuit Courts to the Supreme Court.

Not Bound

"In performing its function the Revenue Bureau is demanding that returns be filed by many organizations which are in all probability not subject to tax. In no case does the Revenue Bureau determine, in advance of filing, the amount of taxes allegedly due, as erroneously reported in the press with respect to BMB.

"No Commissioner of Internal Revenue is bound by the rulings of predecessor commissioners, and it is not without precedent for one commissioner to reverse the ruling of a predecessor. To cite an instance from the Revenue Bureau's current drive to collect taxes, another non-profit, cooperative organization well known to the advertising fraternity was granted tax exemption by the Revenue Bureau as far back as 1923 and operated under such exemption without question ever since. Yet this year the commissioner reversed the earlier ruling by asserting that this organization is subject to taxes and demanding that it file returns.

"BMB finds itself in the same unavoidable situation as many similar heretofore exempted non-profit organizations. Although this present situation calls for alert and positive action, there is no cause for alarm as to the ultimate outcome.

"On advice of counsel BMB filed a statement of its tax exemption on Dec. 31, 1945. This is customary practice among non-profit organizations. That statement was supplemented in August 1946 by another brief which provided further information bearing on BMB's tax exemption.

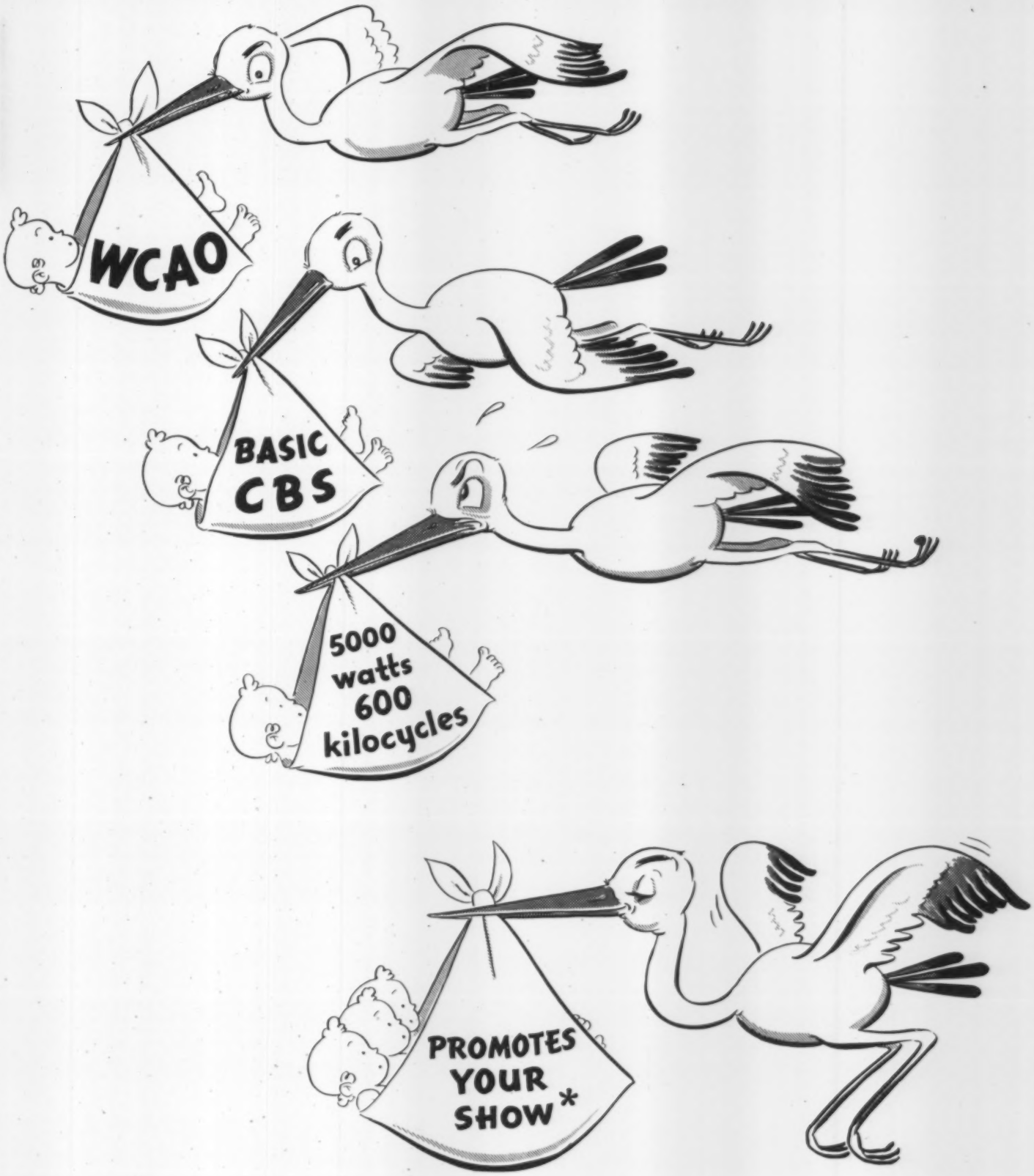
"In October 1947, more than a year later, the Commissioner of Internal Revenue issued an opinion and demanded that BMB file tax returns. At its Nov. 17 meeting the BMB board of directors authorized retention of special legal and accounting counsel. The firms of Root, Ballantine, Harlan, Bushby & Palmer, attorneys, and Ernst & Ernst, accountants, were retained.

Dec. 2 Approval

"On advice of counsel, the BMB Executive Committee, meeting Dec. 2, approved the filing of tax returns, but in filing these returns does not admit tax liability.

"The Executive Committee is taking the proper steps to safeguard the interests of the subscribers and is confident of the ultimate outcome of the matter."

Reviewing BMB's progress, the Executive Committee reported an increasing interest in the interim audience measurement study to be made next March and the feeling that this interest would mount as the Jan. 5 deadline for ordering these studies comes nearer. Committee also said it expects numerous new and renewal subscriptions in BMB to come in during December as a result of the extension of subscription discounts to Jan. 1.



"Always giving something extra!"

*Just ask your Raymer representative

MANAGEMENT

RICHARD A. COBB, former daytime production supervisor at WNAC Boston, has been appointed manager of Yankee Network's Worcester outlet, WAAB. Mr. Cobb began his radio career in 1934 as staff announcer at Yankee's Lowell-Lawrence affiliate, WLLH. In 1936 he joined network's key-station, WNAC, as staff announcer and in 1944 was named daytime production supervisor. For past three years, he has taught courses in radio and speech at evening division of College of Business Administration, Boston U.

LEWIS ALLEN WEISS, MBS board chairman as well as Don Lee Broadcasting system vice-president and general manager, arrives in Chicago this week (week of Dec. 8) to preside over network's board meeting.

E. P. H. JAMES, MBS vice president in charge of advertising, promotion, and research, Dec. 2 spoke on "Behind the Scenes in Radio" at combined meeting of Pittsburgh Ad Club and Pittsburgh Radio and Television Club at Roosevelt Hotel, Pittsburgh.

ROGER W. CLIPP, general manager of WFIL and WFIL-TV Philadelphia, has been named to sponsoring committee of "Four Chaplains" Civic Dinner to be held Dec. 15. He is a member of the committee working to build interfaith memorial.

BILL MICHAELS, station manager of KABC San Antonio, Tex., is the father of a girl.

AAAA's '48 Meet

THE AMERICAN Assn. of Advertising Agencies will hold its 1948 convention in Virginia Beach, Va., instead of in Greenbrier, White Sulphur Springs, W. Va., as previously planned. The meeting is scheduled for April 7, 8, and 9.

FCC Said Undermining Smaller Stations

EDITOR, BROADCASTING:

One of these mornings, the industry of small radio stations will awake to find themselves in much the same position of the small, starving weekly newspaper; insufficient income to maintain adequate quality material to operate on more than a shoe string. Many of these stations, new and established, are destined to failure.

The weak-kneed attitude of the small station industry in allowing the FCC the power to destroy small-station economy is dangerously alarming. If the FCC is sponsoring this influx of new stations without pressure from equipment makers, then an immediate investigation should be made to determine if the FCC is a genuinely American body; if its theories are guided by some un-American objective.

On the other hand, if the FCC is a pure and holy American body but has allowed itself to become the toy of the big equipment manufacturers, the demand for investigation is just as urgent.

It is possible that many of the large stations sense the disaster that is ahead for the small stations and are only mildly interested in the dangers that beset the small stations. This is a dangerous attitude, since the division of listeners, until the time of collapse, will eventually place the large station in the position of being unable to deliver a profitable audience.

The NAB and the industry it represents had either better get busy . . . or spend seven out of every eight hours in prayer.

J. Carson Brantley
The J. Carson Brantley Adv. Agency
Salisbury, N. C.

Editor's Note: Among the national accounts which J. Carson Brantley Advertising Agency has handled are: Stanback Co. (headache powders and pills), Wonder Products (insecticides), Owen Drug Co. (cold preparations).

* * *

Miller Compliments Editorial Stand

EDITOR, BROADCASTING:

Congratulations on a bang-up editorial page in the current (Nov. 24) number of BROADCASTING. In your first editorial, you say just what should be said concerning the present situation with respect to the Standards of Practice. In your second editorial, you point the finger at some hogs who have been getting away with murder, practically unchallenged . . .

Your editorial on "Reverse Lend-Listen" is one of the best ideas which I have yet heard for getting our message over to the people of the European countries, and, at the same time, getting some sort of an equivalent for the money which we are pouring into these countries . . .

Justin Miller
NAB President
Washington, D. C.

Teen-Ager Station

WUBC Washington Heights, New York City, ". . . . probably the only radio station with no vice presidents," was profiled in a short article by Hyman Goldberg titled "Bedroom Broadcasters" in last week's (Dec. 6) *Saturday Evening Post.* The station is run by 13-year-old twins, Jay and Bruce Colen, in their bedroom. WUBC is on the air Friday nights for 15 minutes, at "about 1440 kc" with a range of 500 yards. The twins produce blood-and-thunder shows and boy-in-the-street interviews, using neighborhood talent. WUBC —for United Broadcasting Co.—was "licensed" by the simple expedient of phoning the FCC and getting the approval of a bemused official to remain on the air.

OPEN MIKE

Horn Not Official NARBA Delegate

EDITOR, BROADCASTING:

The Dec. 1 issue BROADCASTING carried picture on page 20 titled U. S. Delegation to Havana conference of engineers on NARBA revision in which was shown Charles Horn, observer. Mr. Horn was not an official member of the U. S. delegation but came to the conference from Mexico City.

G. E. Sterling
FCC Chief Engineer
Washington, D. C.

* * *

Sees Musicians Sacrificing for Future

EDITOR, BROADCASTING:

Mr. Forrest Wallace, manager of KWBC suggested in Open Mike this week (Nov. 24) that musicians should abandon AFM because of Petrillo's anti-recording edict.

A recent conversation I had with two musicians, one with San Francisco Symphony and the other with RKO, may disclose the improbability of this. Both men do recording work, yet:

Both agreed that only a handful of musicians get most of the recording fees. That handful of superior musicians are the ones who also get the choice performing jobs, and therefore are not dependent on the recording fees. The rank and file of AFM are not affected by Petrillo's ban, so are behind Petrillo.

The recording musicians are willing to sacrifice the immediate fees for possible larger income if Petrillo is successful, so they too are behind Petrillo.

My two friends could see no possibility of successfully starting another union, and referred to the Boston Symphony when I suggested non-union recording. Boston Symphony went non-union many years ago, but when radio and records required unionization, all performers with the orchestra were assessed a large fine which was paid by the orchestral association.

Harvey Twyman
Twyman Productions
Los Angeles

* * *

Liberty's Spirit Ebbs, Broadcaster Fears

EDITOR, BROADCASTING:

In the land where liberty was conceived, where democracy was born, and where free enterprise has made the land one to be en-

(Continued on page 61)

READY NOW

A New 3 KW-FM TRANSMITTER *by* RAYTHEON

Front view shows arrangement of controls for tuning driver and amplifier. Center lift-off panel has been removed to show accessibility of power supply.

Rear view showing accessibility of chassis, terminal boards, etc.

Ask WLAW-FM *about* RAYTHEON SERVICE

Marked "OK for shipment" at Raytheon, Waltham, on Thursday, equipment for WLAW's new FM transmitter began feeding programs into their antenna at Burlington, Mass., on Saturday. That's evidence of Raytheon super service made possible by dependable, easy-to-install Raytheon quality equipment.

You'll like its LOOKS

It's clean as a whistle, modern, streamlined — a handsome addition to any up-to-the-minute station. It's true, but hard to believe, that the new Raytheon 3KW-FM Transmitter is the lowest cost reliably made equipment of its class that you can buy.

You'll like its PERFORMANCE

It's easy and quick to tune — requires a minimum of special testing equipment . . . delivers a high quality, stable, hi-fidelity signal . . . operates at an inherently lower noise level. Features *Raytheon* direct crystal control and simplified Cascade Phase Shift Modulation.

You'll like its EASE OF MAINTENANCE

Simple, conservatively rated circuits . . . easy accessibility . . . *the use of standard, readily obtained, easily replaced parts* — make this Raytheon 3KW-FM Transmitter the easiest, most economical equipment to service and operate.

It's a RAYTHEON *Responsibility*

Backed by Raytheon's *complete* manufacturing and service facilities . . . when you specify *Raytheon* not only for FM or AM transmitters but for speech input and station equipment — you are teaming up with Raytheon's huge organization devoted to research and manufacture for the Broadcast Industry.

Look ahead with RAYTHEON

Raytheon's *Integrated Design* Policy lets your station grow with the industry. Start as low as 250 watts . . . step it up with the new 3KW-FM Amplifier and Transmitter . . . use it later as a driver for a 10 KW unit. You're set for the future with no fear of obsolescence.

Write today for complete information and technical details

RAYTHEON

Excellence in Electronics

RAYTHEON MANUFACTURING COMPANY

COMMERCIAL PRODUCTS DIVISION

WALTHAM 54, MASSACHUSETTS

Industrial and Commercial Electronic Equipment, Broadcast Equipment, Tubes and Accessories

Sales offices: Boston, Chattanooga, Chicago, Dallas, Los Angeles, New York, Seattle

Dear Time Buyer:

When buying radio time for the Cincinnati market, let WCKY show you the record — the Hooper record, the mail record.

It will prove that WCKY is the lowest cost per thousand listeners, and has the greatest plus coverage.

We will appreciate the opportunity to give you all the figures which are most revealing and of vital interest.

Call our New York office collect — **Mr. Ralph E. McKinnie**
Eldorado 5-1127

or Cincinnati — **Mr. Charles H. Topmiller**
Cherry 6565

WCKY is doing the real selling job for the advertiser.

INVEST YOUR AD DOLLAR WCKY'S-LY

HERE IS THE LATEST HOOPER REPORT:

AUGUST THRU OCTOBER
1947
Cincinnati

MONDAY THRU FRIDAY

LOCAL TIME	SETS-IN-USE		WCKY	STA A	STA B	STA C	STA D	OTHERS
8.00 AM to 6.00 PM	18.0	Ratings*	**3.4**	3.7	3.0	5.3	2.4	0.2
		Share of Audience**	**18.9**	20.6	16.7	29.5	13.3	1.0
6.00 PM to 8.00 PM	23.0	Ratings*	**4.7**	4.4	4.6	6.6	2.6	0.1
		Share of Audience**	**20.4**	19.3	19.8	28.5	11.5	0.5
8.00 AM to 8.00 PM	18.9	Ratings*	**3.6**	3.8	3.3	5.6	2.4	0.2
		Share of Audience**	**19.2**	20.3	17.3	29.3	12.9	1.0

* *Base: Total Homes Called*

** *Base: Sets-In-Use*

NOTE: The above measurements are based on a sample exceeding 600 homes called and, therefore, are submitted as conclusive.

NOTE: Sta A has two months of baseball included in this Hooper Survey.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

FBI–Durr Pinch

COMR. CLIFFORD J. DURR has plunged the FCC into another mess, this time with the FBI. The FCC majority has attempted to kiss it off with a somewhat overdue apology which may placate FBI Director J. Edgar Hoover temporarily, but which won't satisfy Congress.

Any day now the House Independent Offices Subcommittee begins hearings on the FCC's 1949 fiscal year appropriation. That committee is headed by Rep. Richard B. Wigglesworth (R-Mass.), who for years has had a sharp axe out for the FCC. Even on the minority side of the House there are formidable members who are unfriendly to the Commission and its way of doing business, not least among them Democratic Leader and ex-Speaker Sam Rayburn of Texas, and Rep. Gene Cox of Georgia, who headed the last Select Committee investigation of the FCC four years ago.

Since last September, a highly respected former member of the House—Robert F. Jones of Ohio—has been sitting on the Commission. He has the confidence of the Republican majority. He is liked on the Democratic side too. Mr. Jones has observed FCC operations carefully. His full-scale disagreement with left-winger Durr on the FBI incident, and his refusal to go along with the FCC's majority's cream puff compromise to assuage both Mr. Hoover and Comr. Durr will arouse interest on the Hill.

For years the FBI has been supplying to the FCC and to other Governmental agencies information which it has received during its investigatory work without suggestion or recommendation. Mr. Durr saw fit to describe these as "unsolicited reports on individuals connected with radio" which he regarded as "baseless gossip." Mr. Hoover didn't relish that, and since the FCC hadn't seen fit to repudiate these statements, he notified the agency that he was discontinuing the transmittal of such data. The FCC found itself over another barrel, as it had on several other occasions, agitated largely through Mr. Durr and his eager beaver fellow-staffers who go down the line for the so-called "liberals" but invariably heave an anchor to the broadcaster who has been prudent enough to earn a profit.

The Durr-FBI incident brings into the open what has been more than a suspicion about inner-workings at the FCC. Several Commissioners, incumbent and past, have never seen the FBI reports to which Mr. Durr referred. Were these reports routed to the Legal Dept., perhaps to the Chairman's office on occasions, and possibly to other selected Commissioners at the will of the Legal Dept.? Certainly Commissioner Durr wasn't passed up, because he said he knew about them and didn't like them. But Acting Chairman Walker hadn't seen them; nor had Comr. Jett. Nor Comr. Jones until the incident led them to call for them.

These reports dealt with alleged subversives seeking broadcast licenses. Why hasn't Commission counsel sought to ferret out such information at public hearings?

The five-page Durr statement justifying his stance on the FBI "unsolicited reports" is another slick attempt at rhetorical curve-throwing which may make *Daily Worker* and *PM* but won't get past Comr. Jones or Congress.

Comr. Durr, from time to time, has been reported ready to leave the FCC. His term expires next June 30. Senator Capehart (R-Ind.) has asked for a congressional investigation of the "smelly" Durr incident. Developments will be awaited with interest.

'Mayflounder'

INVITATIONS to appear at the Mayflower case rehearing March 1 and give "us the benefit of your experience and opinions" have been sent out by the FCC to 49 organizations and 36 individuals. Sending such letters of invitation is unorthodox procedure. It was voted in this instance over the vigorous protests of both Commissioners Jett and Jones.

The letter states, quite frankly, that the problem is "editorializing by broadcast licensees" and summarizes at some length the original Mayflower decision by the Commission. Everything looks very fair and square and above board until one glances at the list of names to which the invitations were sent. Then even the most gullible must wonder if someone hasn't slipped a cold deck into the game.

The organizations to which invitations were sent did not offer such opportunities for the manipulator as did the list which went to individuals. Such standbys as the U. S. Chamber of Commerce and the NAM were automatically included. So was the NAB, which instigated the hearing. But of the 49 groups asked to testify ten are easily identified as definitely left of center. Perhaps 20% in this category seems a large number. But wait. Look at the names of the 36 individuals. One observer, going down the list, checked 26, or better than 70%, as being decidedly left wingers in their thinking. Of the 36 at least 22 are college professors and 14 are members of the U. of Chicago's Commission on Freedom of the Press. Not that we have anything against college professors as a class. They are nearly always highly intelligent just as they are more often than not extremely "liberal" in their viewpoints. But 22 out of 36 seems an inordinately high percentage of people from one single classification.

The fourteen invitations which went to members of the Commission on Freedom of the Press form the basis for some interesting cogitation. This group, set up for the express purpose of studying freedom of expression, has so far issued eight reports which might be summed up as nearly unanimous in urging more government controls on radio, the press and on other means of mass communications.

Of course none of the U. of Chicago group's reports went quite so far as the recommendations Charles A. Siepmann made in the Blue Book for the FCC and in his own popular version of that masterpiece under the title *Radio's Second Chance.* Well, you guessed it, one of the names appearing on the invitation list is that of Charles Siepmann.

With such a group urged to be on hand with their testimony which may be expected to support the FCC's original Mayflower decision banning editorializing and perhaps urge even more government control of radio, one wonders if the FCC majority isn't already congratulating itself over the outcome. They must feel like the culprit who is tried before a jury made up of his father, his mother and ten of his best friends.

CAN ADVERTISERS afford to foot the video bill? That's the question confronting the slide-rule boys in the knitted-brow departments of agencies and networks. One school of thought points out that many mass journals are hitting stratospheric advertising rates. Life, *for instance, is getting $15,225 a page for black and white. Video proponents think that same money spent on television programming would bring better results. They see victory for television depending on quick expansion of video circulation.*

Our Respects To—

HARRY AUSTIN PETERSON

LIFE is a lot simpler today for the gentleman who was writing and producing 27 shows a week for KFRC San Francisco in 1933. Today Austin Peterson is vice president and radio director of Ted Bates Inc. with headquarters in Hollywood .

In this capacity he oversees Hollywood originations of NBC *Kay Kyser's Kollege of Musical Knowledge* and *The Dennis Day Show.*

Looking back on his 14 years in radio, "Pete" Peterson believes he started out in the industry at a time when "anything that could possibly happen in radio happened not once but 15 times." As an example, he recalls a time while employed at KFRC when union clearance had not been accomplished for an Army band. As result he was faced with the dilemma of filling the remaining 25 minutes of a half hour program following a speech by a ranking Army officer. And he found the solution in this officer who was able to talk for 27 minutes instad of the planned five.

His mentor at start of this career was the late Harrison Holloway, who sired many a radio man's beginning. Contemporaries at KFRC included Ralph Edwards, Tom Breneman, Jack Van Nostrand, John Nesbitt, John B. Hughes, Hal Peary and Arnold McGuire.

In fact it was Pat Weaver, now Young & Rubicam radio vice president, and Jack Van Nostrand who advised him to give radio writing a whirl. Mr. Holloway was the man who first saw his sample scripts.

Starting out as writer for the well-known West Coast *Blue Monday Jamboree,* he wrote comedy acts at rate of $10 per. In addition he says he always worked sound effects into acts thereby insuring himself an additional five dollars as sound man.

Looking back on his time in the industry, he finds the most amusing things that happened to him came as a sound man. Two sketches that he once wrote called for 110 sound effects. Since this called for a wide assortment, he carefully arranged them for access and sequence. But the show was running over and they cut a number without telling him. Caught with his sound effects down, he performed the majority of them vocally.

Mr. Peterson remained with the station from March 1933 until summer of 1936 when he went down to Hollywood as a writer on the *Packard Show* which featured Fred Astaire and Charles Butterworth. After the first 13 weeks, he was named program editor and re-

(*Continued on page 52*)

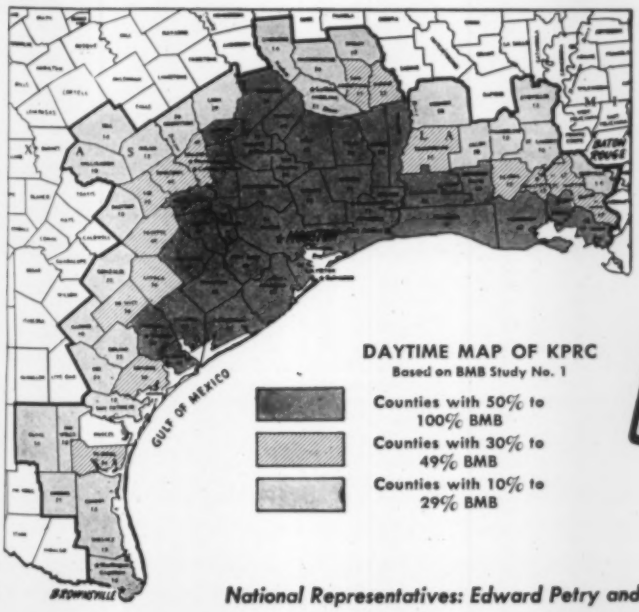
FIRST YOU PICK KPRC

FIRST in HOOPER RATING
FIRST in B. M. B. RATING
FIRST in SOUTH'S FIRST MARKET

• Covering the South's First Market is a simple matter for most of you buyers of time. You buy the station that delivers most listeners per dollar spent: That's KPRC. Then you fill in the chinks.

It's the easy way ... effective way ... to buy Houston and its vast, hundreds-of-square-miles of environs.

Hooper says we're the leaders in this number-one market of the South. BMB (the Broadcast Measurement Bureau) says the same thing. Two reasons why seem obvious: NBC and TQN network programs, plus our own talented staff of entertainers and salesmen who are eager to merchandise your product throughout this great gulf coast area. Call us first. Or call Petry. And we'll call on you.



DAYTIME MAP OF KPRC
Based on BMB Study No. 1

Counties with 50% to 100% BMB
Counties with 30% to 49% BMB
Counties with 10% to 29% BMB

KPRC HOUSTON

950 Kilocycles — 5,000 Watts

National Representatives: Edward Petry and Company.. Affiliated with NBC and TQN.. Jack Harris, General Manager

Respects

(*Continued from page 50*)

mained as such for the next two years.

In 1938 he joined the production staff of Young & Rubicam as producer of *Passing Parade* with John Nesbitt. His boss at that time was Tom Harrington, now with Ted Bates Inc. as account executive and vice president.

His next assignment was editor of CBS *Screen Guild Theatre* in 1938. He remained as such until September 1942 when he left the agency to join OWI. After a few months he entered the Army as a captain serving with AFRS, first in charge of all writers and later as program director. Separation came in December 1945, as a major.

In January 1946 he joined Ted Bates Inc., in his present capacity. Having spent so much of his radio career as a writer, he is still very concerned with the adequacy of budgets in this direction. Recognizing the full weight of name casts, he is nonetheless certain that no cast can carry its own weight without ample script heft.

His presence in radio was not his starting aim. Following graduation from San Mateo Junior College in 1927, he started out as a freelance artist. Early in the summer of 1928 he joined the *Oakland Post Enquirer* as a cartoonist at $15 per week.

Actually he had hoped to be a reporter but found it easier to get a job as an artist. So sports cartoons were the closest he came to being represented in the news columns of the paper. After six months in Oakland he was transferred to the *Los Angeles Herald* where he stayed until the market took care of his job as well as others' in November 1932.

Shifting operations to Carmel, he next undertook a year of what is now recalled as "freelance-starving-to-death" as an artist. During this time he began to think about writing. This led to radio.

A native of California, he was born Harry Austin Peterson at Palo Alto, July 10, 1906. He was reared there, graduating from Palo Alto High School in June 1925.

On August 18, 1934, Audrey Marks became Mrs. H. A. Peterson. Today they live in suburban Encino with their twin sons, Jon and Chris, born in May 1947.

Aside from his family, photography is his major hobby. With an eye to film's use in television, Mr. Peterson has spent many an hour exploring the making of 16 mm. films.

Video is a medium he eyes with considerable interest. Realizing that the prime rule of television today is the absence of any rule, he is observing much and concluding nothing. But he is sold on the place of film in telecasting.

HAVE ONE

ON US...

WSGN-FM 93.7 KC 3 KW

Now WSGN is on the air with FM. Another extra service backed by full promotion and publicity that sponsors have learned is a WSGN by-word. That's why WSGN is always Alabama's leading station!

ALABAMA'S BEST *BUY* FAR!

WSGN

WSGN-FM

THE NEWS-AGE-HERALD STATIONS

Birmingham 2, Alabama — Headley-Reed, National Reps.

Commercial

EDMUND S. LENNON, account executive at WAAT Newark, N. J., has been appointed television sales director for Bremer Broadcasting Corp., owner of WAAT and WATV Newark, for which a construction permit has been granted. **VICTOR A. BENNETT,** vice president of national sales for WAAT for past five years, has resigned, effective March 1. Before coming to this country from England some years ago Mr. Bennett held executive positions with American offices of British railroads. Prior to joining WAAT, he was account executive at WOR New York and previous to that was with the New York Sun. Mr. Bennett has not announced his future plans.

HAROLD F. WALKER, formerly in charge of sales staff of WISH Indianapolis, has been appointed commercial manager of WMPS Memphis, Tenn. Mr. Walker, veteran of more than 10 years in radio, previously was with WCPO and WSAI Cincinnati. During the war he served with the AAF.

Mr. Walker

DALE DOUGLAS, announcer and writer at WTMV East St. Louis, Ill., has been appointed traffic manager of that station, succeeding **PAT ZIMMERLE,** resigned.

JOHN C. WARREN, formerly in sales department of WSYR Syracuse, has been appoined account executive for WNBC New York. Mr. Warren replaces **H. V. ANDERSON,** who has joined NBC television sales.

PAUL H. RAYMER Co., Los Angeles, station representative, has changed telephone number to Michigan 6511.

GORDON DOWNEY, sales manager for past three years at KDTH Dubuque, Iowa, has resigned to devote his time to Musitone Corp., wired music organization of which he is founder and president. He will be succeeded by **GEORGE A. FRUEND,** KDTH news director, who has been appointed national sales manager.

XEO H. MATAMOROS, Mexico, has opened sales office in Brownsville, Tex., according to **JOSE M. GONZALEZ,** owner and operator of XEO. Brownsville office is at 1216 S. E. Adams St. Telephone: 1962.

HEADLEY-REED Co., New York, has been appointed national representative for KOL Seattle. KOL was formerly represented by John Blair & Co., New York.

FRANK DEROSA, sales traffic manager of WMAQ Chicago, is the father of a boy, Frank Edward.

AL MOREY, member of WBBM Chicago production department, has been named special program development director, new position created as part of station's sales department.

BETTY YATES has joined WCSI (FM) Columbus, Ind., as chief bookkeeper.

THOMAS H. DUNN, former account executive with Harry M. Frost Agency, Boston, has joined WCOP Boston, as sales representative.

PAUL W. NORRIS, program director at WTIK Durham, N. C., has transferred to station's sales department.

DEAN R. UPSON, commercial manager of KWKH Shreveport, La., has been appointed member of Mayor's Committee for Rededication Week, Jan. 11 to 17. Mr. Upson also will be chairman of sub-committee on radio publicity.

HOWARD J. FORBES, commercial manager of WVVW Fairmont, W. Va., is the father of a boy, Jeffrey Howard, born Nov. 27.

IN BEHALF OF TIMEBUYERS

Vic George Writes Pamphlet of Benefit To Stations and Advertisers

"IF THE STATION will put itself in the position of the advertiser," says the pamphlet "What Time Buyers Want to Know," both station and advertiser will benefit. The booklet, by W. V. (Vic) George, president of Whitehall Broadcasting Ltd., Montreal, is issued by William Wright, station representative of Toronto and Montreal.

"The national advertiser has a highly specialized knowledge of a given area as a market for his particular product," Mr. George writes. "What he looks for is a highly specialized knowledge of how attentive to a given radio station are the listeners in that area."

He then suggests that the station provide a statement of the coverage area, including the area's number of radio homes. He adds that running surveys are valuable.

"If the space buyer is satisfied that your station has an audience," he continues, "he then turns to wondering what you will do with his particular account. First, will you consider it as important to you as it is to him? He would like you to give it some promotion, though he expects no excess. If the station and its program service is intelligently promoted, then the really valuable commercial broadcasts are promoted automatically . . . But whatever you do, let the agency know about it—make it up in an attractive brochure, so he can take it to the advertiser with pride and say: 'This is how Station X is supporting our campaign.' If some better time opens up, or a shift in programs creates a good set-up, let the space buyer know and give him all the facts. If you hear some good comments about his show, let him know. If the local retail outlet or sales representative says anything interesting, pass it along."

Mr. George stresses that the basic points are the important ones —"is your station really a factor in your community, and how do you know it is? Then, why is the time you recommend really good—what precedes it, and what is opposite on other stations serving your area."

His conclusion is: "The time buyer is actually your salesman—be sure you are treating him as such."

WORL

ORIGINATORS OF THE FAMOUS 920 CLUB

does it AGAIN!

WITH A NEW MILLION DOLLAR PROGRAM IDEA!

YOU CAN'T MISS ... ON THIS!

"THE MILLION DOLLAR BALLROOM"

million dollar talent and music to produce millions of sales for YOU in America's richest market!

INQUIRE NOW ABOUT OUR GUARANTEED
13 – 26 – 52 WEEK CONTRACT PLAN

WORL BOSTON'S BEST BUY!

BOSTON 16, MASS.

FORJOE & CO. • NATIONAL REPRESENTATIVES

A Trio of Good Wishes

- A Merry Christmas
- A Happy New Year
- A Successful and Prosperous 1948

from

a Trio dedicated to help make these wishes come true.

TV WMAL AM FM

OWNED AND OPERATED BY
THE EVENING STAR BROADCASTING CO.
724 14th Street, N.W.
Washington 5, D. C.

Represented Nationally by
ABC SPOT SALES
NEW YORK CHICAGO
DETROIT HOLLYWOOD
SAN FRANCISCO

ABC ANNOUNCES TWO MORE SHOW RENEWALS

ABC's *Paul Whiteman Club*, Monday through Friday, 3:30-4:30 p.m., and *Vox Pop*, Wednesdays, 8:30-9:00 p.m., have both been renewed according to the network. The National Biscuit Co., New York; Nestle's Milk-Products Inc., New York; R. J. Reynolds Tobacco Co., Winston-Salem and Wesson Oil & Snowdrift Sales Co. Inc., New Orleans each sponsor a quarter of the *Whiteman Show*, and *Vox Pop* is sponsored by the American Express Travelers Cheques, New York.

Agencies for the firms are McCann-Erickson Inc. New York, for National Biscuit; Compton Advertising Inc., New York, for Nestle's Milk; William Esty & Co., New York, for Reynolds Tobacco and Kenyon & Eckhardt Inc., New York, for Wesson Oil. J. M. Mathes Inc., New York, is the agency for American Express Travelers Cheques.

Renewals by National Biscuit, Nestle's Milk and Reynolds Tobacco, are effective Dec. 29, running through March 26, and Wesson Oil's renewal is effective Dec. 8, running through March 26. The American Express renewal covers Dec. 31 through March 24.

Agency Unit Formed

THE FORMATION of the Council of Advertising Agency Librarians in New York, was announced last week. Librarians representing some of the leading agencies have been meeting informally once a month for the past year to discuss mutual problems. The council has appointed Delphine V. Humphrey, librarian of McCann-Erickson, as first chairman, and Rita Allen, librarian of Newell-Emmett, as its first secretary. Other members are: Natalie Frank, Geyer, Newell & Ganger; Katharine Frankenstein, BBDO; Vera Halloran, J. M. Mathes; Margaret Lynch, Kudner Agency; Rosalind Morrison, Doherty, Clifford & Shenfield, Martha O'Leary, Benton & Bowles; Jeanette Sledge, Compton Adv.; Doris Richardson, Fuller, Smith & Ross, Anne West, Campbell-Ewald.

KWRN Reno, Nev., ABC Outlet (1490 kc), Starts

KWRN Reno, Nev., owned by Reno Newspapers Inc., and affiliated with ABC, is on the air on 1490 kc with 250 w. Executive staff includes Merrill Inch, general manager; John Lang, sales manager; Gene Shumate, program director, and Wilbur Comer, chief engineer.

Mr. Inch

The new station's modern studios, utilizing a polycylindrical design, are on the fourth floor of the Gazette Bldg. in downtown Reno. Transmitter is a mile east of the city. A 14-page newspaper section with full-color front page and containing congratulatory advertisements and news stories about KWRN heralded the launching of the station Thanksgiving Day.

Still under construction is KWRN-FM, which is to be a 10-kw outlet. It is expected to be on the air early in the spring, the KWRN management announces.

AGENCIES

E. G. (Al) EISENMENGER, formerly with Dancer - Fitzgerald - Sample, Chicago, as radio timebuyer, has been named radio director of Swaney-Drake & Bement Inc., Chicago. Mr. Eisenmenger will be directly responsible for all radio production and timebuying.

HORACE HAGEDORN, former vice president of Craven & Hedrick Inc., New York, has joined Kiesewetter, Wetterau & Baker Adv., New York, as vice president and member of executive board. Mr. Hagedorn previously was with NBC.

Mr. Hagedorn

RALPH ALLUM, formerly a vice president of Lord & Thomas, Blackett, Sample, Hummert and J. Stirling Getchell, has joined Roy S. Durstine Inc., New York, as vice president in charge of package goods advertising.

TRAVIS WELLS, formerly of Lennen & Mitchell, Hollywood, and prior to that on staff of Foote, Cone & Belding and J. Walter Thompson Co., New York, has joined Brisacher, Van Norden & Staff, Los Angeles, as account executive.

SAMUEL R. HEYMANN, vice president of Ruthrauff & Ryan, Chicago, has resigned effective Jan. 1 to join Alligator Co., St. Louis. He has been Alligator account executive.

M. J. FOULON and **H. C. BLAKE,** longtime employes of Branham Co., New York, have been elected vice presidents.

WALTER CONWAY, former copy writer with Leon Livingston Adv., San Francisco, has joined Smith, Bull & McCreery, that city.

DELBERT J. COOK, former account executive with Young & Rubicam and McCann-Erickson, Chicago, has been appointed head of public relations division of Kingan & Co., Indianapolis. He succeeds **A. W. VOORHIS,** resigned. Mr. Cook previously was advertising manager for middle western division of Great Atlantic and Pacific Tea Co.

THOMAS H. BIRCH, active in advertising field for ten years, has joined S. C. Baer Adv., Cincinnati, as account executive. He formerly was a Cincinnati newspaperman and public relations counselor.

ROBERT E. EDWARDS has joined copy staff of Brooke, Smith, French & Dorrance, Detroit.

HENRY RICH, former plans board manager of The Mayers Co., Los Angeles, has joined Marketers Inc., that city, as executive assistant to **WILLIAM MALONE,** president. Mr. Rich formerly was with Kenyon & Eckhardt, New York and N. W. Ayer & Son, Philadelphia.

HARRY A. MAGEE, public relations counsel, has joined Kal, Ehrlich & Merrick Adv., Washington, on consulting basis in publicity and public relations for its clients. Mr. Magee was staff member of Truman Senate War Investigating Committee prior to entering private practice as public relations counsel in Washington.

J. G. HITREC, formerly with Overseas Dept. of D. J. Keymer & Co., Advertising Agents, London, and who has worked in London, Calcutta and Bombay as copywriter, account executive and branch manager, has joined export copy staff of Morse International Inc., New York.

CARROLL H. HUDDERS Jr., formerly with J. Walter Thompson Co.'s New York research and public relations departments, has joined agency's office in Sao Paulo, Brazil, where he will engage in market research.

MITCHELL GRAYSON, radio producer, has been appointed to television department of Kenyon & Eckhardt, New York. His first assignment in this capacity will be preparation of new television series for the agency.

KAYE SULLIVAN, formerly with O'Brien & Dorrance and CBS, has joined Sians & Maury Adv., New York, as copy chief and sales promotin manager.

FLORENCE WARNER has resigned from publicity department of Biow Co., New York, to return to Des Moines because of ill health.

KEN MAIN, former advertising manager of Aviation Maintenance Corp., Van Nuys, Calif., has joined Kemmerrer Inc., Hollywood agency, as account executive.

RALPH J. ROSENTHAL, former account executive of Arthur Meyerhoff & Co., Chicago, has joined Ruthrauff & Ryan, Chicago, in similar capacity.

W. DOUGLAS HUMPHRIES, formerly with Kenyon & Eckhardt, New York, has joined copy department of Maxon Inc., New York. Prior to his association with K & E, he was with Grant Adv., J. M. Mathes, and McCann-Erickson.

ROBERT WINDT, former managing editor of the "American Roofer," and copy writer for National Screen Service, has joined David O. Alber Assoc., New York.

MYRON E. STEWART, formerly with MacFarland, Aveyard & Co., Chicago, has joined Gourfain-Cobb Adv. Chicago, as production head.

VIC GEORGE, president of Whitehall Broadcasting Ltd., Montreal, wrote sixth booklet in series "What Time Buyers Want To Know" being released in Canada by William Wright, Toronto station representative.

KAI JORGENSEN, for ten years art director of Hixson-O'Donnell Adv., Los Angeles, has been appointed chairman of board and executive vice president of agency, and will be contact on agency's Richfield Oil Corp. account. He replaces **G. K. (Kim) BREITENSTEIN,** who after 12 years with agency, has resigned to become president of So. Calif. Fish Corp., Terminal Island cannery.

E. G. STEPHENS, former manager of MacLaren Adv. Co. Ltd., Vancouver, has joined Harold F. Stanfield Ltd., Montreal, as account executive. He is veteran of RCAF and joined MacLaren Adv. at Montreal on release from air force.

ROLAND BLAIR, former vice president and account executive of Rogers & Smith, Chicago, has joined Swaney, Drake & Bement, Chicago, as account executive.

PAUL OLAFSSON, space buyer in Chicago office of Dancer-Fitzgerald-Sample, resigns effective Dec. 19 to join John W. Shaw Inc., Chicago, as media director.

GERALD F. PERRY, formerly with Ratcliffe Adv., Dallas, has opened Perry Adv., 523½ South Ervay St., Dallas. He previously was with Mithoff & White Adv., El Paso.

R. A. BREWER, vice president and secretary of MacManus, John & Adams Inc., Detroit, has been appointed general manager in charge of internal operations.

KGO at 50,000 Watts
Most Powerful Station On Pacific Coast!

The new KGO transmitter, on the air December 1, emits a signal of *well over 100,000 watts* in the San Francisco Bay area! Thus, it completely BLANKETS one of the nation's richest, most important markets.

In addition, literally thousands of *new* radio families all over the West Coast can now tune in this great new station. Its signal extends all the way from the Columbia River to the Mexican border.

Don't overlook KGO in YOUR spot sales plans for 1948! And don't delay—because time on the West Coast's most powerful station won't wait! Call the ABC representative in *your* city—*today*.

ABC SPOT SALES DIVISION

American Broadcasting Company

New York *33 West 42nd St.* | Chicago *Civic Opera Bldg.* | San Francisco *155 Montgomery St.*

Los Angeles . . . *1440 Highland Ave.* • Detroit . . . *Stroh Bldg.*

WHAM!!

Our New Laundry Spots

"THE LAUNDRY DOES IT BEST"

Already

A Sensational Seller!

STATIONS REPORTING IMMEDIATE SALES.

How Can You Miss?

First: **Laundries *need* these Spots and they *know* it. They face terrific competition — 25c Machines and Home Appliances. They need these spots and *time* on *Your Station* to tell their story.**

Second: **These 8 - 20 sec Singing Jingles, by the Tom, Dick and Harry Trio, are the Sellingest Job ever recorded.**

Third: **The price is right!**

Under 25,000	$20.00
To 50,000	22.50
To 150,000	25.00
To 250,000	35.00
Over 250,000	50.00

Price Complete for 26 Weeks from Date of 1st Broadcast - Renewal at Same Rate.
(Extra Discs $3 Each)

HERE'S YOUR DEAL

1. **Send Just $2.00 Deposit.**
2. **We Ship Record.**
3. **You Audition for Laundry.**
4. **If You Sell — Deduct Your $2.00 — Send Balance of Your Price.**
5. **If No Sale—Send Record Back — And We'll Refund Your $2.00 Deposit in Full!**

Exclusive-one station Each City

"THE LAUNDRY DOES IT BEST"

Wire - Phone - Write TODAY

RADIO'S FINEST

SPOT SERVICE

Ed East
Creative Recorded Spots
910 Taft Bldg., ● Hollywood and Vine ● Hollywood 28, California
Phone: GLadstone 3352

LATEST in "mystery" give-aways has been introduced by WJBK and WJBK-FM Detroit, on new program titled "Take a Good Look." Aired Mon.-Fri., show is sponsored by Floyd Rice Ford Dealers. "Mystery car" with appropriate signs roams slowly through city streets during program. First person to recognize car, read service message sign on side, communicate with WJBK, and repeat message word-for-word, earns a free evening of entertainment for four persons in Detroit. Evening consists of transportation, dinner, corsages, and four reserved seats at theatre.

' . . . Way We Wash . . . '

DRAMATIZATION of Bendix automatic washing machine as it goes through its paces is basis of new series. "Wash On the Air," produced by Bendix Home Appliances Inc., South Bend, Ind. Quarter-hour program is being carried by 18 stations in midwest and southwest, with plans to extend to other regions. Show is broadcast from Bendix dealer's store with audience and is conducted by two factory representatives—salesman and announcer. Announcer describes workings of Bendix and gives play-by-play account of washer's activities. Interviews with spectators in store also are used in addition to such stunts as having prominent persons remove shirts for use in demonstration.

Rhyme Contest

AMATEUR POETS are given opportunity to win table model radio and five turkeys weekly on new participating program, "Rime-A-Line" on KDYL Salt Lake City. Four-line limerick is read on each show and listeners are invited to send in last line. Best last line receives radio and five runners-up get a turkey. Carrying out poetic theme, sponsor's messages are read in rhyming meter. Printed postcard entry blanks are available only in sponsor's stores and must be obtained there for contestants to enter. KDYL is promoting program with window displays of cardboard cut-out turkeys in stores of sponsor.

Dr. Dawber Heads Church Radio Commission Group

DR. MARK A. DAWBER, executive secretary of the Home Missions Council of North America, has been named chairman of the ad interim committee which will seek to set up a permanent Protestant radio commission. The formation of such a body was agreed upon by 50 inter-denominational Protestant leaders who met at Bronxville, N. Y., on Sept. 18.

Dr. Dawber has been authorized to appoint the nine members of the interim committee, which has been empowered to organize a subcommittee to survey "the total religious radio situation in this country."

Action to have the proposed Protestant radio commission anchored administratively in the Federal Council of Churches was withheld pending formal organization of the commission, which is expected to take a few months.

Harry W. Bettinghaus

HARRY W. BETTINGHAUS, 55, administrative assistant to Sen. C. Wayland Brooks (R-Ill.), and former AP newsman, died last week at his home in Washington. Because of Senator Brooks' capacity as chairman of the Rules Committee, Mr. Bettinghaus had much to do with facilities for radio correspondents and was exceptionally helpful in presenting the facts which brought about the present inter-communication system between the gallery and studios of correspondents. D. Harold McGrath, superintendent of the Senate Radio Gallery, paid tribute to Mr. Bettinghaus, saying, "The Radio Correspondents Assn. has lost a good friend."

PROGRAMS

Santa Arrives

AGE-OLD STUNT of having Santa Claus appear in person took on a new angle in Green Bay, Wis. this year through efforts of WTAQ that city, and H. C. Prange Co., local department store. Early in November Prange started sponsorship of quarter-hour dramatic show on WTAQ, with script calling for WTAQ engineers to establish shortwave contact with Santa at North Pole. During show Santa announced his intentions of setting up headquarters in Green Bay this year and of replacing his reindeer transportation with a helicopter. It took him two weeks to make trip from North Pole and show carefully noted each day's progress. Prange also published large travel maps in daily papers, showing intended route and rate of progress. Late last month Santa arrived in Green Bay, via helicopter and was welcomed by crowd of 12,000. Show continues on WTAQ, with Santa set up at Prange store for the season.

Airs Opera Guild

PURSUING its policy of encouraging local talent, WEAM Arlington, Va., has obtained exclusive broadcast rights to presentations by Washington Opera Guild, Sundays at 3 p.m. Objectives of Guild are to sponsor public appearances and performances of young artists of Washington area and to give them encouragement to pursue their careers. Artists will be presented in performances to include concert, light opera, operetta and grand opera. All participants are non-professional in field of opera.

TV for Children

VIDEO DESIGNED for children has been increased by WWJ-TV Detroit, with addition of two half-hour programs to its daily schedule. Entertainment for children from puppet shows to visual quiz contests and lessons in drawing is presented Tues.-Sat. 5-5:30 p.m. on "Junior Jamboree," sponsored by RCA Victor Distributors and Dealers. RCA record albums for children are awarded to contest winners. Stories for children with original illustrations, film slides and films are telecast on WWJ-TV Tues.-Sat. 5:30-6 p.m. on "Fun and Fables," sponsored by Philco Distributors Inc. Agency for RCA Victor is J. Walter Thompson Co., while William I. Denman Inc. handles Philco account.

Santa Telecast

NOT CONTENT with just having Santa Claus in the store to greet children, The Hecht Co., Washington, D. C. department store, also telecasts Santa, using twice-weekly show on WTTG, Washington DuMont video station. Program presents Santa as he interviews children about their Christmas wishes, reads letters, tells stories and demonstrates toys.

Canadian Folk Lore

AUTHENTIC FOLK tales of Canada's west coast Indians are featured in new series of programs on CBR Vancouver. Stories will be told by one of the west coast Indians, tales being those handed down by father to son for generations.

'Breakfast With Santa'

WHEN TIME commitments made it impossible for WPDX Clarksburg, W. Va., to air a Santa Claus program in the traditional evening hours, station personnel came up with idea for "Breakfast With Santa," which has proved very successful. Aired 7:45 a.m. daily, program takes youngsters on magic sleigh to home of Mr. and Mrs. Santa Claus to look in on them while they eat breakfast and read over mail from children of West Virginia. Several times each week a tape recording of one of Santa's actual visits to local orphanage or children's hospital is played in flashback manner as Santa tells his wife about his latest experiences. Program is sponsored by Palace Furniture Co. of Clarksburg, and commercials for store's Toyland are worked though entire program by Santa and his wife.

Salute to Safety

SAFE DRIVERS of Miami, Fla., are saluted each day on early morning program over WQAM Miami. Name of safe driver of the day is called in to station by Bureau of Safety Education of Miami Police Dept. Policemen have been alerted to locate good drivers as well as bad ones. Safe driving award—handsome green and orange sticker, bearing seal of Florida—is sent by WQAM to each good driver selected, to display on his car windshield.

'Good Habit Special'

ENTERTAINING ways to learn and practice a good habit a week have been introduced by WKY Oklahoma City as newest feature of its "The Uncle Leo Show." New feature is announced with "All aboard! All aboard the Good Habit Special leaving immediately . . ." Good habit to be practiced by younger listeners is presented each week by M. C. Johnny Martin, with promise "if you haven't forgotten it [good habit] one time during the week . . . then have your mother write to 'The Uncle Leo Show' and tell us to put your name on the passenger list of the Good Habit Special."

Farm Women's News

NEWS OF INTEREST to Texas farm and ranch women has been incorporated into new five-minute feature on WOAI San Antonio. Aired by Mary Tuohy of WOAI, broadcast includes reports on activities of various women and girls homemaking organizations, 4-H Club, FHA and Home Demonstration Club information, as well as useful household hints. Feature is presented as segment of Saturday morning "Farm and Ranch Roundup" program, heard on WOAI 6:30-7 a.m.

Elf Land

MUSIC from "Gremlin Band" under direction of an elf named "Beppo" is heard daily on WPIT Pittsburgh, in new series of children's programs which features Santa Claus as star. Stanley Norman is presented as Santa Claus who broadcasts "from his workshop at North Pole." Music is by transcription and elf voices are done by Mr. Norman, carrying out usual theme of all-out production of toys, fully attended by noise of hammers, saws and chisels, with howling wind in background. Each day Santa Claus reads letters on program from young listeners. Station reports that mail pull of program has been unusually heavy.

Hams Honored

DRAMAS of interesting incidents concerning amateur radio were presented as part of special program on WFBR Baltimore, Dec. 1 in honor of ham operators. First December meeting of Baltimore Amateur Radio Communications Society was held in studio conjunction with broadcast. Casts for dramas were composed of some actual participants in incidents being presented. Last portion of show consisted of rebroadcast of direct pick-up on station's communication receiver of several local hams in contest.

Boy Scout News

ACTIVITIES of Boy Scout troops in Grand Rapids, Mich., are now broadcast on special segment of news program on WJEF Grand Rapids. Station has allotted 15-minute period each Monday for airing of news items submitted by local Boy Scouts council office. News is edited in WJEF news room and used on regular news program of Walter Phillips.

Hockey News

AS PART OF its policy emphasizing complete seasonal sports coverage, WJR Detroit is presenting new program dealing with hockey and featuring Jack Adams, Detroit Red Wing manager. Titled "Hockey Highlight," program includes analyses of ice sport, locker-room anecdotes and interviews with famous hockey stars. Show is heard Tues. and Thurs. 5:30 p.m.

PROFESSIONAL PERFORMANCE—that keeps the original sound alive!

Make Each Record a

"Personal Appearance"!

—with precision control of recording quality

Listen critically: Your station is on the air. There's your announcer's voice . . . the opening music . . . the song . . . the chatter. Is it a 'live' or a 'recorded' program? Not even your trained ears should be able to tell!

Today, truly professional recording reproduces all of the quality and natural beauty of music or speech with full naturalness. It keeps the original sound alive.

You can sum up the reasons for the unexcelled 'live' performance of the Fairchild Unit 523 Studio Recorder in one simple statement: It provides a maximum flexibility of mechanical operation that permits the operator to secure unexcelled quality of reproduction. Fairchild provides instant, infinite variation of pitch from 80 to 160 lines-per-inch by means of a unique planetary-driven lead screw. Operation is controlled by a single, easily accessible knob, as illustrated at the left. This makes it possible to record a very loud passage at 90 lines-per-inch and to follow it with soft passages at 120 or 130 lines-per-inch without dial twisting or the danger of overcutting the next groove.

Timing is accurate to a split-second. Operation is 'WOW'-free. Turntable noise, rumble and vibration are non-existent. And the performance of the Fairchild Unit 541 Magnetic Cutterhead – which is standard equipment on the Unit 523 Studio Recorder–has been engineered for full dynamic range; minimum distortion content and broad frequency range. Want more details? Address: 88-06 Van Wyck Blvd., Jamaica 1, N. Y.

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Studio Recorders
Magnetic Cutterheads
Transcription Turntables
Portable Recorders
Lateral Dynamic Pickups
Unitized Amplifiers

Fairchild CAMERA AND INSTRUMENT CORPORATION

AM FM SOUND EQUIPMENT

Keeping Rates
DOWN
and
Sponsors' Sales
UP
in the Detroit Area

5,000 WATTS at 800 Kc.

• Mutual System •

CKLW

J. E. Campeau, President

•

ADAM J. YOUNG, JR. INC.
National Rep.

H. N. STOVIN & CO.
Canadian Rep.

ALLIED ARTS

DORMAN D. ISRAEL has been elected executive vice president and **EDWARD J. KELLY** vice president and works manager of Emerson Radio & Phonograph Corp. Mr. Israel has been with Emerson 12 years as vice president in charge of engineering and television. Mr. Kelly joined Emerson last year after 25 years with RCA.

JAMES A. O'BRIEN, formerly with WISH Indianapolis, and **LAYTON K. HURST,** former program director of KBUR Burlington, Iowa, have joined radio branch of National Public Relations Div. of American Legion, as scriptwriters for Legion's transcribed weekly series, "Decision Now."

HENRY T. PAISTE, general manager of Philco Service Div., has been appointed special television sales representative for Philco Corp., Philadelphia. Mr. Paiste has been with Philco for 19 years.

LEE BUNTING, who has been sales manager for British Industries and Maguire Industries, with New York and sales engineer for Meissner Mfg. Co., Mt. Carmel, Ill., has been named vice president of Bell Television Inc., New York. Mr. Banting will handle sales building for firm in cities where television is now being shown.

DUDLEY M. DAY has been elected secretary of All America Cables & Radio Inc., subsidiary of American Cable & Radio Corp., both New York. Mr. Day also is assistant secretary of I. T. & T. with which American Cable and Radio is affiliated.

EDWIN SHERWOOD has been appointed assistant to advertising director of Admiral Radio Corp., Chicago, where he will handle publicity and public relations.

WESTINGHOUSE INDUSTRIAL ELECTRONICS Div. recently completed week-long "refresher" course at its Lansdowne, Pa. plant, to acquaint district electronics sales engineers with latest developments in equipment and engineering. New sales programs and promotional campaigns were outlined by **C. W. MILLER,** sales manager.

PETE WASSER Co., Pittsburgh, has completed arrangements with Tommy Riggs, radio star, for series of open-end five-a-week 15-minute transcribed programs. Wasser Co. was formed recently [BROADCASTING, Oct. 20] by **PETE WASSER,** former general manager of KQV Pittsburgh. This is firm's initial transcribed production.

ERNEST E. KOSTERMANN, former production manager of BBDO, has been named a sales representative of Lake Shore Electrotype Co., Chicago.

ZENITH RADIO Corp.'s 1,000,000 speaker, built by its Radionics division, has been presented to company's president, **Comdr. E. F. McDONALD Jr.,** by **W. (Bill) DUMKE,** vice president in charge of production of speakers, transformers and hearing aids. Division, which began manufacturing speakers about a year ago, is now on full schedule, producing them at rate of 2,000,000 yearly.

STEWART-WARNER Corp. has announced immediate increase in list price of three console models in its radio line. Announcement was made in telegrams to its radio distributors. No other radio price increases are contemplated this year, announcement said.

JEFFRESS MUSIC Co., Crossett, Ark., publisher of gospel song books, has affiliated with SESAC, New York.

JACK HASTY has joined scenario department of Jerry Fairbanks Inc., Hollywood, to write video film originals.

TELECTRO TELEVISION Corp., New York, has appoined Hanson, Gerber & Shaw, New York, to handle advertising.

DECCA RECORDS Inc., New York, has completed arrangements with First National Bank of Bston for $4,000,000 six-year credit, to increase working capital and to expand and develop Decca Records and its subsidiaries. Of this credit Decca is using $2,000,000 initially.

LARRY FINLEY, head of Larry Finley Transcriptions Inc., Hollywood, is in New York for two week's business trip.

Time On Chicago Outlets at Premium As Strike of Typographers Continues

WHILE Chicago newspapers were struggling to meet daily editions during the second week of the International Typographers Union strike, the city's radio stations, almost without exception, reported an SRO sign for new commercial business.

Major stations continued their policy instituted Nov. 24, the day the strike began, of offering additional news programs to supplement their regular news service but indicated that only a few additional advertisers could be accommodated should the typographers strike actually force the six metropolitan dailies to suspend operation.

This was a strong possibility after Jan. 1, as the Chicago Newspaper Publishers Assn., representing the dailies (*Sun-Times, Tribune, Daily News, Herald-American* and *Chicago Journal of Commerce*) issued a protest against "slow-down" tactics on the part of mailers. The mailer's union, an ITU affiliate, has a contract due to expire Jan. 2, at which time the mailers could refuse to renew without violation of the Taft-Hartley Law.

Two-Way Effect

TWO-WAY radio is ideal in some communication situations. But standard one-way broadcasts can have a two-way effect. Consider the method of KFVD Los Angeles. Cooperating with Optimists Club in toy drive on behalf of Salvation Army, station broadcast repeated announcements seeking donors. As they came in, names and addresses were put on air and Optimist driver members spread through city and proceeded to point of pickup.

Radar Warning

CAUTION regarding improper use of radar equipment for training purposes was expressed last week by FCC. Issued because of numerous inquiries from colleges and other educational institutions, the Commission notice warned against possibility of interference to recognized services, particularly air navigation, and the necessity for obtaining both station and operator licenses before starting operation of such equipment.

HARD TO BELIEVE..

He's not the imaginary "whiffenpoof", although he is almost as fantastic! He's a real live animal, a hard-shelled mammal known as the "armadillo", a timid little fellow that burrows by day and waddles across the South Texas prairie at night. Hard to believe . . . but it's true!

THE MUTUAL STATION
SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION
★
MUTUAL *and* TSN
★
REPRESENTED NATIONALLY BY
JOHN E. PEARSON COMPANY

BUT IT'S TRUE!

And, here's another for the book! KPAB is Laredo's listening habit because it's Laredo's ONLY radio station! We're on the air 18 hours daily, bringing the programs of the nation's largest network to this rich, isolated market of over 100,000 potential buyers!

It's hard to believe . . . but it's true! You can't cover Laredo without KPAB!

Another FIRST! We'll soon be on the air with KAIR, on 10,000 watts, Laredo's first and only frequency modulation station! Why not ask us more about it?

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, President
LAREDO, TEXAS

WFIL - TV's ACCOUNTS LISTED FOR NOVEMBER

TELEVISION station WFIL-TV Philadelphia listed 17 different accounts buying time during November. Eleven took programs and six others purchased spot announcements. Two of the program sponsors also contracted for spot announcements.

The following are sponsoring weekly programs: Scott and Grauer, Ballantine Beer distributors (wrestling bouts); Trilling and Montague, Norge distributors (pro basketball); Philip Klein Advertising Agency (*Philadelphia—A Great City*); Jacob Reed's Sons (*Schoolboy Sports Show*); Bartel's, home appliances (*Let's Pop the Question*), and Mort Farr, home appliances (*Far Better Sports with Don Kellett*).

One-Time Basis

Following were bought on a one-time basis: Gimbel Bros. (Sound film review of Thanksgiving Day parade); Chevrolet Motor Co. (ABC royal wedding program); Raymond Rosen, Bendix distributor (*Bendix Home Laundry Show*); Trailer Coach Mfgrs. Assn. (*Trailer Coach Show*), and American Telephone and Telegraph Co. (Boston-New York cable dedication).

Following are buying spots: Stoumen Rug Co.; BVD Corp., Girard Chevrolet Co., Everyess, Lord and Lord, Raymond Rosen, Hallahan Real Estate and Mort Farr.

Seek Package Show

BIOW CO., New York, is investigating a number of radio shows in an effort to come up with a package program for possible sponsorship by Schenley Distillers Corp. Although it is not certain that the company will return to network radio on behalf of its wines, it is understood that the agency will recommend it. The company recently dropped sponsorship of *Suspense* on CBS.

Eugene T. Dyer Jr.

EUGENE T. DYER JR., 24, son of Gene T. Dyer, owner and executive director of WAIT Chicago, was killed Dec. 1 when his car struck a concrete abutment near Mundelein, Ill. The deceased was a partner in WAIT with his father and had served 4½ years in the U. S. Navy.

hometown stations
market areas
low rate
BASIC MUTUAL
Omaha • Lincoln • Fremont
Three "hometown" stations PLUS a rich farm market available as a "package" network. Just one low rate to reach an area equal to 57% of the people, 64% of the buying power of the entire state of Nebraska. Here's almost a billion dollar market you can reach . . . for less, with the Inland Group.
KBON
KOLN
KORN
OMAHA LINCOLN FREMONT
THE INLAND GROUP
KORN Fremont 100 WATTS
KOIN Lincoln 250 WATTS
KBON Omaha 250 WATTS
MISSOURI RIVER
THE INLAND BROADCASTING CO.
General Offices,
Saunders-Kennedy Bldg.
Omaha 2, Nebraska
Paul R. Fry, Vice Pres. and General Mgr.
Weed and Company, National Representatives
85 MV-M Contour Computed from engineering data furnished the commission by Inland Engineering Department & Commercial Radio Equipment Co.
Wire or write for immediate availabilities.

News

JOE FISCHLER, WNYC New York's "Voice of UN" for the past two years, has resigned as special events director to join WHCU and WHCU-FM, Cornell U. stations in Ithaca. Mr. Fischler, who was with WNYC for 10 years, will specialize in news and musical programming for the FM station. Before joining WNYC, he was chief announcer of CBC.

ALEX DREIER, NBC news commentator, has been appointed an honorary sponsor of next year's Easter Seal campaign by National Society for Crippled Children and Adults.

WELLS CHURCH, CBS director of news broadcasts, is the father of a girl.

DR. FRANK KINGDON, news analyst at WOR New York, has taken voluntary leave of absence from station to seek Democratic nomination for U. S. Senator from New Jersey.

HUGH MUNCY, farm director at KXEL Waterloo, Iowa, has resigned to establish his own firm, The Midwest Farm Radio Service, to build farm broadcasts and present shows for advertiser and local stations. Mr. Muncy joined KXEL in 1942 and has been in complete charge of station's farm broadcasts. Offices for his new organization will open in Waterloo Dec. 15.

JIM MUZZY, sportscaster at WHBC Canton, Ohio, is the father of a boy, Richard Lee.

BOB CONGER, staff announcer at WJBK Detroit, has been appointed assistant special events and news director of that station.

JOHN W. SCOTT, news editor-analyst at KABC San Antonio, Tex., is recovering from major operation.

Technical

ALBERT A. ALLEN and **CLARENCE F. MORTON** have joined engineering staff of WLAW Lawrence, Mass., and **MILTON PYLE**, WLAW engineer, has resigned.

ARCHER S. TAYLOR, former senior engineer with Paul Godley Co., Montclair, N. J. consulting radio engineer firm, has announced opening of his own consulting radio engineer office at Missoula, Mont., Box 1479. He will serve broadcasters throughout the west. Mr. Taylor previously was research radio engineer at National Bureau of Standards, Washington. In 1941 he spent five months in Arctic as member of Louis A. Boyd Expedition. After short period as transmitter operator with WMAL Washington, he joined Godley Co.

Mr. Taylor

NEW RCA "AB" battery pack for farm radios is now being marketed by RCA Tube Department. New 1½-volt "A" and 90-volt "B" battery, RCA VS-099 features widely heralded "Sealed-in-Steel" construction which is said virtually to eliminate damage from battery leakage to floors, rugs, and radios, and renders battery climate-proof even in areas of extreme humidity. List price is $9.50 on Eastern Coast and $9.85 on Pacific Coast.

ERNEST GIBBONS, formerly with stations in Buffalo has joined WCSI (FM) Columbus, Ind., as technician.

HUGHEY and PHILLIPS, Los Angeles, has introduced new "Guardian" tower light, said to reduce maintenance costs through elimination of moisture and excessive heat. New light has patented ventilator dome with specially designed air vents providing means of escape for heat generated by lamps in beacon; concealed hinge with recessed neoprene gasket in beacon's center eliminates entrance of dirt or moisture. Also featured is reduction of color screen breakage by spun glass shielding.

NEVER!
NEVER!
NEVER!

HAS WAAT BEEN A BETTER BUY!
.....RATINGS PROVE IT.....
RESULTS PROVE IT.....
FOR WAAT ADVERTISERS WHO KNOW THAT

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

- FIRST IN AM
- FIRST IN COMMERCIAL FM
- SOON FIRST IN FACSIMILE
- SOON FIRST IN TELEVISION

New Jersey's 1st Station
WAAT
970 ON THE DIAL
NEWARK-NEW JERSEY

PRODUCTION

KEN LOWELL SIBSON, former m.c. of "The Early Birds" breakfast program on WFAA Dallas, has been named program supervisor of that station. **ELLIOTT ROBERTSON,** formerly with KPO San Francisco and NBC Chicago, has been appointed production director of WFAA.

SAM ELFERT, publicity director of WLIB New York, has been appointed program director of that station, succeeding **DON MARTIN,** who resigning to do fulltime freelance writing and production.

VAN BEUREN DeVRIES, producer with WMAL Washington, has transferred to production staff of WMAL-TV, where he will assist **BURKE CROTTY,** director of television operations. Mr. DeVries, veteran of Merchant Marines, has been with WMAL for two years and previously was studio engineer with NBC.

DICK JEWELL, new to radio, has joined announcing staff of WCSI (FM) Columbus, Ind., and **SARAH WELLS** has been appointed WCSI continuity director.

RAY WILKINSON, former continuity director of WFRP Savannah, Ga., has joined WCEC and WCEC-FM Rocky Mount, N. C., as program director. Others added to WCEC production staff include: **JACK WINDSOR LINDSAY,** formerly with WCPS Tarboro, N. C., **DICK BRADSHAW, WILLIAM RAMSAY** and **CARL LAMM,** announcers; **BETTY WASHBURN,** continuity director; **EMMY LOU BURNS,** formerly with WFRP, women's director; **RUTH HOLLIDAY,** music librarian; **BILL ROBBINS,** FM librarian.

GEORGE FELDMAN, 17-year-old Indiana state winner of NAB's "Voice of Democracy" contest, has joined WIKY Evansville, as part-time announcer-newscaster.

BARBARA DRAPER, former continuity director of WNOX Knoxville, Tenn., has been appointed continuity editor of KCMO Kansas City, Mo.

OWEN McFARLAND, staff announcer and night news editor of WMCA New York, has left that station to freelance in New York.

Pint-Size M. C.

POSSIBLY RADIO's youngest full-fledged disc m.c. is 12-year-old Davey Field, who now handles his own show at 5:30 p.m. daily on WGFG Kalamazoo, Mich. Davey conducts the entire show, ad libs his comments to the juvenile audience, and keeps the program moving briskly. He has guest stars, too. Some of his recent visitors include the Great Gildersleeve and Margaret O'Brien.

KEN (Pete) CORBITT, temporary program director at WTIK Durham, N. C., has been named to that post permanently.

JAMES HUGHES, former announcer and transcription director at WIBM Jackson, Mich., has joined WKNX Saginaw.

GEORGE LOWTHER, scriptwriter for MBS "Tom Mix" programs, is the author of new novel titled "Tom Mix and the Mystery of the Flaming Warrior," to be published soon.

HOWARD E. MACKEY, formerly with WELL Battle Creek, Mich., has joined announcing staff of KFRU Columbia, Mo.

VIRGINIA SMITH has joined continuity department of WTMV East St. Louis, Ill.

MICHAEL O'DONNELL left NBC music library to become director of the WINS New York, music library last week, replacing **JERRY ALPERN,** who resigned. **SHELLEY BOTHMAN,** who has been temporary replacement in the department, has joined WINS staff on permanent basis.

ELIZABETH TROUTMAN, has returned to the continuity department of KTSA San Antonio, after a year's absence.

RUTH KELLEY, with program department of WTAG Worcester, Mass., and Anthony Sandini have announced their engagement with spring wedding planned.

JOSEPH KENNETH MEYER, formerly with BBC London, and CBC, has joined announcing staff of WCOP Boston. In addition, Mr. Meyer is teaching course in production and microphone technique at Curry College, Boston. **RANNY WEEKS,** Boston orchestra leader and vocalist, has joined WCOP to handle two daily record shows.

JOHN WRISLEY, formerly with WHOB Gardner, Mass., and **LARRY BERRILL,** formerly with CBS, have joined announcing staff of WTAG Worcester, Mass.

WILL DOUGHERTY, former consultant with Radio Capitol News Services, Washington, has joined WJIM Lansing, Mich., as assistant to program director.

W. P. WOOTTEN Jr. has joined announcing staff of WSIC and WSIC-FM Statesville, N. C., replacing **MORRISON COMBS,** who resigned to join announcing staff of WHPE and WHPE-FM High Point, N. C.

JACK STELLING, former promotion director at WKZO Kalamazoo, Mich., has joined KTXL San Angelo, Tex., as program director.

RALPH D. HERBERT, program manager of KILO Grand Forks, N. D., has been elected to board of directors of Grand Forks Kiwanis Club.

DICK NOEL, formerly with announcing staff, has been appointed acting program manager of WTTH and WTTH-FM, new stations at Port Huron, Mich.

B. KATHLEEN CARTER, featured singer and traffic manager at WHBC Canton, Ohio, and Wayne Matter are to be married Jan. 8. Miss Carter will continue her singing activities with WHBC.

OPIE CATES, who heads his own ABC program, has been given honorary membership in Clinton, Ark. Chamber of Commerce. Aside from Clinton being his home town, he portrays the role of a member of that community on his radio program.

HARRY ZIMMERMAN has been named musical conductor of MBS "Meet Me at Parky's."

BRAD BROWN has replaced **PAUL FRANKLIN** as director of Don Lee-MBS "Zane Grey Show."

BILL DESPARD, formerly with CBS announcing staff in New York, has joined WBBM Chicago, CBS station, as announcer.

JOHN ADEMY, announcer and associate news editor at WCAO Baltimore, has been assigned by CBS to write script for "Trumpeteers" quartet heard every morning on Columbia network.

IRVING GITLIN, assistant to **JOHN PFEIFFER,** CBS science director has been assigned to do research for "Columbia School of the Air" programs, succeeding **CHARLOTTE BROWN,** resigned. Miss Brown will take up residence in New Mexico because of ill health.

HARRY R. LUBCKE, director of television for Don Lee Broadcasting System, was to arrived in New York Dec. 7 for two weeks' survey of video research and electronic experiments being done for U. S. Government. He also will visit Philadelphia and Washington before returning to Coast.

CLAUDE KIRCHNER, Chicago freelance announcer heard on ABC's "Ladies Be Seated," and Ruth Rose, have announced their marriage.

EDMOND deLUCA, staff music arranger at KYW Philadelphia, is ranked among top ten music composers in Western Hemisphere, according to results of competition conducted during past two and one-half years by Henry F. Reichhold Symphonic Awards. For his symphony, subtitled "Vindication," he was awarded honorable mention by Mr. Reichhold, president of the chemical company which bears his name and of publisher of "Musical Digest."

ANNE BRENTON, head of CBS Hollywood music clearance department, and Gary Bronneck have announced their marriage.

PAUL FRANKLIN has resigned as Hollywood director of MBS "Zane Grey" show.

MARIAN CARR has replaced **ROSEMARY DeCAMP** as Judy Price on CBS "Dr. Christian" show.

MARTIN HILL, formerly with Foote, Cone &Belding, Los Angeles, has been appointed production manager of "GE House Party."

ROBERT TUCKER, formerly of WPAY Portsmouth, Ohio, has joined announcing staff of WRFD Worthington, Ohio.

ROBERT CARMAN, assistant manager of NBC Central Division script department, is the father of a boy, Gregory Parkinson.

DWIGHT B. OLSON, staff announcer of WGIL Galesburg, Ill., has been appointed chief announcer of that station.

DANA ADAMS, announcer at KFRO Longview, Tex., is the father of a boy, William Barrett.

CARICATURES of Dr. Frank Stanton (r), CBS president, and Hugh B. Terry, manager of KLZ Denver, provided background while the two executives discussed station and network problems in Mr. Terry's office during Dr. Stanton's recent visit to the Colorado capital.

Standard Video Set Ads Are Asked by BB Bureau

THE National Better Business Bureau disclosed in New York last week that it is preparing a code of recommended advertising standards for television manufacturers and dealers to eliminate "misleading" or "confusing" video advertising.

The Bureau has already recommended, according to Kenneth Willson, a BBB official, that the actual image size be given when the dimensions of the picture tube appear in an advertisement. The Bureau further cited as an isolated instance a television set manufacturer who advertised a video receiver for sale "at an anniversary saving of $100" when actually the price had been permanently reduced by $100. The Bureau advised revision of the copy to make this fact apparent.

WQAM Miami received special recognition from the city of Hialeah, Fla., for services rendered during recent flood. WQAM relayed messages, warnings and advice to the people endangered by the flood waters.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

SERVES A $450,000,000 MARKET

WDBJ PENETRATION (BMB)

	DAY	NIGHT
50-100%:	21 counties	10 counties
25-50%:	10 counties	15 counties
10-25%:	7 counties	10 counties

TOTAL BMB RADIO FAMILIES - - 111,500

Ask FREE & PETERS/

NEW BMB COVERAGE MAP NOW AVAILABLE

WDBJ CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

Open Mike

(Continued from page 46)

vied by all nations, we today are witnessing the deterioration and cracking up of the very foundations on which *liberty, democracy and free enterprise* were built.

We find a great many men who were elected to our Congress and Senate as servants of the public failing miserably in their duties to the friends and neighbors who elected them. During my term of three years as general manager of WLOS Florence, S. C., I received several letters from some of our outstanding Congressmen and Senators. One letter in particular states, and I quote, *"We, here in Washington know that Petrillo, John L. Lewis, Harry Bridges, and Earl Browder,* do not represent our democratic form of government, but rather are influenced by some foreign government."

We have seen Mr. Petrillo take over the taxing powers authorized and vested only to our Congress, and have also seen him use that power to force an extra tax levy on the public which purchases records. . . . . .

We have seen Mr Petrillo issue edicts that eliminated and destroyed the God-given rights of high school bands to play in parades that are a part of every community and school in that community. We have seen Mr. Petrillo issue orders that have possibly held back FM five years, and force local stations who are trying to educate the public to FM, to offer mostly recorded and below-standard programs to their listeners. And now, this same high and mighty Mr. Petrillo has issued orders that ban all of his musicians from making recordings on and after Dec. 31.

Are a great portion of our lawmakers asleep on their job, or in sympathy with these union leaders who would not only destroy free American enterprise, but bring communism or socialism into the ranks of legitimate labor to the point where they will eventually live in bondage?

A great many of our Senators and Congressmen have shown that they are either afraid of Russia, and her communistic teachings, or else they are in deep sympathy with them.

Where is the spirit of Washington, Thomas Jefferson, Abraham Lincoln, Woodrow Wilson, and others who helped to make our country great? Where is the spirit of our law-makers who set up the Bill of Rights, and our great Constitution to guide us? Where is the backbone and fighting spirit of our American citizenry, yes, our own American broadcasters?

Are we going to sit still and take it, or will we absorb some of the Americanism that guarantees *free speech, free American enterprise,* anywhere, anytime and any place?

Nat L. Royster
Fayetteville Broadcasters
WFLB Fayetteville, N. C.

* * *

'Dead Cat' Wanted: Have You Any Extras?

EDITOR, BROADCASTING:

At a recent NCAB meeting Doug Sparnon of Broadcast Music Inc. was bragging that he could get any record for any broadcaster that he might be asked for. Immediately after the meeting he was requested to dig up "There Is a Dead Cat on the Line," which used to be played by old Doc Henderson at Shreveport, La. Today I received the following wire:

"Sorry cannot locate recording of 'Dead Cat on the Line' by Henderson." Signed Stanley Bjostoff, Broadcast Music Inc.

Fred Fletcher
Manager
WRAL Raleigh, N. C.

P.S.: Can you help me, Mr. Anthony?

Editor's Note: Can any reader help reader Fletcher? Reward.

SPONSORS

HARRY A. BULLIS, president of General Mills Inc., Minneapolis, has been elected board chairman, succeeding **JAMES F. BELL,** resigned. **LESLIE N. PERRIN,** executive vice president, has been elected president succeeding Mr. Bullis. Mr. Bell will continue with company as chairman of newly-authorized committee on finance and technological progress. All appointments are effective Jan. 1.

NATIONAL BISCUIT Co. has appointed McCann-Erickson to handle its Pacific Coast advertising beginning Jan. 1, in addition to its national advertising, which agency already handles.

GENERAL BREWING Co., San Francisco (Lucky Lager beer), has renewed for seventh consecutive year, nightly two-hour recorded "Lucky Lager Dance Time" on **KFAC** Los Angeles. Agency: McCann-Erickson, San Francisco.

PERMA-NAIL Co., Burbank, Calif. (base coat and nail polish remover), and John Schumacher Co., Alhambra (bottled honey), have appointed William Kester & Co., Hollywood, to service national account. Radio is being contemplated. **GEORGE H. STELLMAN** handles both accounts.

GOUGH INDUSTRIES Los Angeles (Philco television sets), Nov. 26 started weekly 30-minute musical telecast "Sunset Room" on **KTLA** Hollywood. Contract is for 13 weeks. Agency: Noble Adv., Los Angeles.

HOLT-DELAND Inc., New York used car dealer, purchased three five-minute spots on NBC's video station, WNBT New York, Wed. 7:25-7:30 p.m., preceding Kraft Theatre telecasts on Nov. 26, Dec. 3 and 10. Five-minute segments cover billboarding of WNBT Evening program schedule with slides and commentary. Agency: Miller Adv., New York.

PROFESSIONAL PRODUCTS & EQUIPMENT Ltd., St. John, N. B. (proprietary), has started spot announcements on Toronto stations. Agency: E. W. Reynolds & Co., Toronto.

BROWN AND WILLIAMSON TOBACCO Co. (Raleigh, Kool cigarettes), which has contracted thru Russel M. Seeds Co. for sponsorship of forthcoming college basketball telecasts on WBKB Chicago, will use film commercials produced by Television Adv. Productions. Films will feature quartette of animated penquins in behalf of Kool cigarettes.

THEODORE T. TOOLE has been elected president of Universal Laboratories Inc., East Orange, N. J., maker of Mavis, Djer-Kiss and other V. Vivaudou products, and the Delettrez line of cosmetics.

McCORMICKS Ltd., London, Ont. (biscuits), Jan. 6 starts for one year twice-weekly quarter-hour musical program "Collette et Roland" on CHRC Quebec, and CKAC Montreal. Agency: McConnell Eastman Co., London.

DELCO APPLIANCE DIV. of General Motors Corp., Rochester, N. Y., has appointed Foote, Cone & Belding to handle its advertising effective Jan. 1, 1948. Agency's Chicago office will handle account.

LYON & HEALY, Chicago (music store), Nov. 27, started "The House That Music Built" on WENR Chicago, Tuesdays, 9:30-10 p.m. (CST). It is firm's largest radio expenditure to date. Contract for 14 weeks was placed direct.

HUDSON MOTOR CAR Co., Detroit, Nov. 30 started series of spot announcements on five Yankee Network stations. Agency: Brooke, Smith, French & Dorrance, Detroit.

KRAFT FOODS Ltd., Toronto (Kraft products), Jan. 1 renews to Dec. 23, "Kraft Music Hall" on 28 Trans-Canada network stations, Thurs. 9-9:30 p.m. Agency: J. Walter Thompson Co. Ltd., Montreal.

SANGER DEPT. STORE, Dallas, Tex., and **PHILCO RADIO Corp.,** have signed to co-sponsor nine-hour program daily from 10 p.m. to 7 a.m. on KIXL-FM Dallas. Contract, effective Dec. 1, is for one year. News reports and disc music will be format of show.

ROCK CITY TOBACCO Co., Quebec (Sportsman cigarettes), has started five-minute transcribed program on 10 French-language stations in Quebec province Agency: Kenyon & Eckhardt, Montreal.

WORLD SCOPE, New York (Encyclopedia sponsor of "Ask Dr. Cyclo" transcribed program), will change its show effective Jan. 4 to another called "Adventure In Knowledge" carried on 15 markets. Agency: William Von Zehle & Co., New York.

DIRECTORS of the Stewart-Warner Corp. have declared a cash dividend of twenty-five cents per share on the five dollar par value common stock payable Jan. 10, 1948 to stockholders of record Dec. 11, 1947.

PRESENTATION of the national award for farm safety promotion during the year 1946-47 was made recently to WTIC Hartford, Conn., on the "Connecticut Farm Forum" program.

Gamblers End:

LAST laugh wasn't for Jon Farmer of WAGA Atlanta who made two separate bets with Atlanta Councilman Roy Bell on the outcome of the Nov. 27 Georgia Tech-Georgia frosh football game and the Nov. 29 battle of the school's varsities. Bulldog supporter Farmer won the first wager but saw the bets evened when Tech copped the big game. Result: Mr. Farmer joined Council Bell in a baby carriage ride to the city hall, attired in the usual diaper, bib and cap drinking a full bottle of milk through a nipple.

Announcing

COMMERCIAL TELEVISION

in the **CAPITAL DISTRICT AREA** *of the*

Empire State

★ National Television Service
★ Modern Studio Facilities
★ Experienced Personnel
★ 8 Years of Program Origination
★ Over 40 Package Shows Immediately Available

Rates on Request

Represented Nationally by NBC Spot Sales

WRGB SCHENECTADY 5, NEW YORK
GENERAL ELECTRIC

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

10,000 watt midwest AM station is accepting applications for announcing staff. Candidates must have minimum of 2 years commercial experience. Send introductory letter and request for questionnaire to Box 44, BROADCASTING.

Salesman wanted by 1000 watt independent station in midwest city of 150,000. Excellent income possibilities for man who can sell. Some active accounts to start. Commission with drawing account. Write Box 71, BROADCASTING.

An opportunity is open at one of the nation's oldest established stations in a major eastern city for a competent, experience first class licensed engineer. Please state complete background, salary requirements and availability in first letter. Box 82, BROADCASTING.

Announcer-engineer wanted by station in small southern city. Good living conditions. For further details write Box 83, BROADCASTING.

Salesman—Hard-hitting, experienced man who can talk and sell broadcast advertising intelligently in tough, competitive southern New England market of 200,000. Preference given applicant who knows retailers' problems and has been successful with retail accounts. Position demands man who has know-how and is consistent plugger. Very attractive drawing account against 15% commission. Right man can earn $5-000 plus annually. Send detailed letter of experience, personal background, references with photo. Box 84, BROADCASTING.

Newsman, WANE, P. O. Box 926, Fort Wayne, Ind.

Combination man — Network affiliate wants first class operator with announcing ability. Permanent position. Airmail qualifications, disc, salary expected, KOWB, Laramie, Wyoming.

Two eager-beaver announcers with first class ticket to start at $55 weekly. New station, friendly community, enthusiastic staff. WHLF, South Boston, Virginia.

Announcer with diversified capabilities, special events, disc jockey, no prima donna. Excellent opportunity. Good starting salary. If you're not worth good salary, don't answer ad. WNEX, Macon, Georgia. Al Lowe.

Combination announcer-engineer with first class license. Finest equipment, excellent congenial staff, old established station. Salary dependent ability, experience. Send complete qualifications including picture, salary desired and recording. KDFN, Casper, Wyoming.

Help Wanted (Cont'd)

Wanted—Combination announcer-production man for small station in west Texas. State experience and salary expected. Box 90, BROADCASTING.

Experienced copywriter. Handle about 50 local accounts a week in expanding business. Submit samples first letter. New England network affiliate. $45. Box 91, BROADCASTING.

Real opportunity for outstanding commercial manager in 1 kw network affiliated station in the southwest. Give complete details as to background and expected starting salary. Box 98, BROADCASTING.

Announcer to start December 20th. Must be qualified and at least two years experience. Will consider only man with good references. Rush disc, photo and all details first letter. Good shift, nice work, ideal apartment available adjacent to studio. KBTM, Jonesboro, Arkansas.

Program director-announcer wanted immediately. Knowledge network production required. Play-by-play sports experience will earn extra talent fees. Airmail qualifications, disc, salary expected, KOWB, Laramie, Wyoming.

Sales manager for new 250 watt full-time station, WANE, P. O. Box 926, Fort Wayne, Ind.

Two good announcers, one with first class license, for FM station going on air January 1. Good salary, great opportunity. Wire, phone Ray A. Furr, Managing Director, WIST, Charlotte, N. C. Phone 4-7165.

Engineer—First class license, 250 watts, network. Going to kilowatt soon. Experience not necessary. WMFD, Wilmington, N. C.

Wanted immediately. Experienced manager, state experience starting salary when you write, wire or phone (25641). Samuel Litman, 261-12 Duncan St., Columbia, S. C.

Engineer with first class phone or combination. WMJM, Cordele, Georgia.

Announcer, vet. Small market station. Must operate own console. Vast experience not vital. Wire WFKY, Frankfort, Ky.

Wanted—An experienced announcer for classical music station. Working knowledge of 3 languages essential. Understanding of classical music prime requisite. There is an immediate opening for such a man. Send audition disc and letter to WBMS, 35 Court St., Boston.

Help Wanted (Cont'd)

21 year old CBS affiliate has engineering position with a future. Beginning after January first all employees, who desire, can participate in profits by acquiring common stock. We need 2 men of good habits with 1st class license to operate controls and transmitter WLBC and WLBC-FM. We will start inexperienced men at $52.00 for 48 hours. M. M. Crain, Chief Engr., WLBC, Muncie, Indiana.

Announcers, experienced, who can write continuity. WANE, P. O. Box 926, Fort Wayne, Ind.

Wanted—Fulltime announcer, experience preferred, vet training available. Send full information, photo and disc first letter to KVOC, Casper, Wyoming.

Transmiter engineer. Single man preferred. Contact Chief Engineer, WDAD, Indiana, Penna.

Transmitter engineer, first phone. 250 watt AM. Car desirable. Three days off weekly. Write or wire, WGVA, Geneva, New York.

Alaska Broadcasting Co. is expanding operations in all main cities of Alaska and will accept applications for all conventional radio station positions for immediate or future employment. Send full details as to qualifications, education, work history, age, marital status, date available, financial condition, etc. to 207 Lenora Street, Seattle 1, Washington.

Wanted immediately. Experienced announcer in progressive New York state city. Give full qualifications and starting salary desired. Box 110, BROADCASTING.

Announcer-engineers—100 watt, independent station has opening for strong, versatile commercial announcer with first class ticket. Send complete information, including qualifications, photo, and transcription, to Edwin H. Estes, Manager, Radio Station WGWD, P.O. Box 128, Gadsden, Alabama.

Experienced program-production director with announcer background for station in eastern coast area. Send background resume, salary expected and picture. Box 107, BROADCASTING.

Two announcers immediately, girl for copywriter-receptionist, salesman, with drawing account, established station. Box 112, BROADCASTING.

Chief engineer with at least four years AM experience. Must have some FM. $70.00 weekly, insurance, vacation. No floaters. References required. Southern town. Box 116, BROADCASTING.

Salesman—Drawing account, established territory, opportunity for advancement to right party. Only experienced man with ability to initiate ideas, service accounts and ambition for the future need apply. Location within 150 miles of New York City. Give full details in first letter as to background, previous position and earnings, references, etc. Box 117, BROADCASTING.

Top independent in major market has opening for versatile, first class announcer. Must be experienced. Send discs and background data to John L. McClay, WPEN, Philadelphia 2.

NY salesman—Represent out-of-town station? Program director (foreign language helpful). RRR, Employment Service, Box 413, Philadelphia.

Experienced announcer or announcer-salesman, good market of 350,000. Box 123, BROADCASTING.

Wanted—Commercial manager for thousand watts daytime in city thirty thousand with permanent FM installation, first in million population area. Give experience, references, etc., first letter. Right man who can sell and is industrious has big opportunity. Apply Box 121, BROADCASTING.

Wanted—Licensed engineer. Single, preferred. Salary $40 to $50 depending ability, experience. Give references. Apply Box 122, BROADCASTING.

Situations Wanted

Topflight promotion man available, with background of almost 10 years as regional district manager, working on 36 stations. Interested in promoting new accounts, plus additional revenue "without cost to you". Would consider suitable position on commercial staff. Box 679, BROADCASTING.

Television operator. Experienced RCA TT 5 transmitter, sixteen years extensive radio background, practical knowledge of photography and film processing. Acceptable reason for changing employment. Northeast only. Box 843, BROADCASTING.

Oh, for a chance. No job, no experience No experience, no 'ob. What a vicious circle! Graduate of two leading radio schools wants to be heard. Knowledge of all sports, instructed by famous sports announcer. Box 983, BROADCASTING.

Experienced announcer - commercial writer. Can operate board. B.S. Degree. Prefer progressive station west of Mississippi. Vet, single. References, disc, photo. Box 46, BROADCASTING.

Technician with first phone desires broadcast job. RCA graduate plus Army experience plus considerable ambition. Prefer 300 mile radius N. Y. C. Box 47, BROADCASTING.

General manager available. Aggressive young man with eight years experience all phases of broadcasting; desires progressive small market area. Box 51, BROADCASTING.

Engineer—First phone, 8 years experience 250 to 50,000 watts. Installation kilowatt. Transmitter, control, field-2 and 3 tower arrays. Prefer west, available immediately. Box 58, BROADCASTING.

Announcer-actor, 6 years experience, seeks opportunity to invest $3500 plus services for minority interest small going station. Ask no voice in management. For details and disc. Box 65, BROADCASTING.

Sportscaster-1½ years experience all sports, including writing scripts and play-by-play. Also, experienced news, platter shows, control board. 29, married, sober, dependable, college, veteran. Available immediately. Box 66, BROADCASTING.

Copywriter-Young man, single, university grad, now employed by top regional Desire position that offers bright future. Box 67, BROADCASTING.

Experienced announcer-27, know business thoroughly. Box 68, BROADCASTING.

Announcer, veteran, 28, some commercial experience. Prefers Pennsylvania but will travel. Disc, photo, references. Box 70, BROADCASTING.

Engineer. 6 years varied experience. 1st phone and telegraph. No southern stations. Box 72, BROADCASTING.

Transcription salesman with sales record of proven merit available December 20. Box 73, BROADCASTING.

Announcer-experienced. Married. Presently employed net affiliate. Available customary notice. $60.00 minimum salary. Disc, photo on request. Box 74, BROADCASTING.

Newscaster only!! **$100 week,** no middle commercial. "Metropolitan-Meter" ten years. Box 75, BROADCASTING.

Announcer-engineer, just out of the Army. All-round small station experience; news, disc shows. Had charge maintenance on kilowatt station. Looking for good job with responsibility and commensurate salary. Available after Christmas. Photo, transcription references. Box 99, BROADCASTING.

Announcer, writer, prduction man-offer fourteen months of commercial radio and large amount of Army and sustaining work. I've announced, written and directed everything that comes out of a speaker and am a smooth board operator. Have floated, but desire permanence with progressive station. Box 76, BROADCASTING.

The **SCHOOL** *of* **RADIO TECHNIQUE**

NEW YORK
HOLLYWOOD • CHICAGO

America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates.

Send for free Booklet B.

Approved for G.I. Training

NEW YORK 20, N.Y.: RADIO CITY, R. K. O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue
HOLLYWOOD 38, CALIF.: 6926 Melrose Avenue

WANTED

Experienced commercial continuity writer for station in Chicago area. Must be 28 years or over. Married man preferred. Starting salary $100 weekly. Must have good references.

Box 1,
BROADCASTING
360 N. Michigan Ave.
Chicago 1

Program Director wanted—Man or woman for newspaper owned AM-FM Florida independent station. Must have experience, dynamic personality and ability. Starting salary $70.00 per week to start. A snapshot would be helpful. Reply to Box 111, BROADCASTING.

ABOUT TO GO ON THE AIR?

We are a group of experienced station operators who can assist you financially and managerially through purchase of an interest in your property.

BOX 86, BROADCASTING

Situations Wanted (Cont'd)

(Non GI) Transmitter maintenance operator with telephone first desires change to improve circumstances. Middle aged couple. Owner give details for consideration about housing, wages, etc. Box 92, BROADCASTING.

Program man-Writer-producer. National regional local experience in commercial programming, public service and special events. Veteran, college. Interested in market of 100,000 population or more. Available February 1st. Box 93, BROADCASTING.

Announcer, six years experience, desires a change. 32 years old. Thoroughly experienced in special events, commercials, new and all types of musical programs. Write for full particulars. Box 94, BROADCASTING.

Program director, now working as program and assistant manager, desires change. Wide experience all phases radio. Writing, programming, public service, news, sports, selling, management. Hard hitting, hard working solid producer. Box 95, BROADCASTING.

Sportscaster, first class. Available January 15th. Presently employed, wants opportunity with future. Salary plus talent must be at least $100. Experienced play-by-play all sports. 28, married and no floater. Best possible references. Prefer northern or middle Atlantic states, but will go anywhere. Box 96, BROADCASTING.

For qualified technicians, write or phone: Employment Department, Melville Radio Institute, 15 West 46th St., N.Y.C. Longacre 4-0340.

Announcer-disc jockey, all-round experience with news, ad-lib music special events. Have phone license, control experience, but prefer straight announcing. Steady, reliable. Single. Transcription, photo, references. Box 100, BROADCASTING.

Experienced announcer-operator. Married veteran, 32. B. S. Degree and radio school. Southwest or west preferred. Disc, photo on request. Harry R. Clymer, 1301 N. 3rd Ave., Durant, Oklahoma. Telephone 957.

Station manager's attention: The Don Martin School of Radio Arts has available highly trained combination men. Write or wire 1655 N. Cherokee St., Hollywood 28, California.

Engineer-27, married, first phone, Army operator/technician. Alan Higgins, 80 Sagamore Ave., Winthrop, Mass. Ocean 2724.

Technician-Recent graduate leading New York radio school. Army experience. First class radio telephone license. James V. Richards, 1936 60th Street, Brooklyn 4, N. Y.

DOUBLE BARRELLED ACTION

From a young, aggressive station manager who has a sound, proven sales record (40% increase in billings in the past year) **plus** an "up-through-the-ranks" experience in the program department. Definitely not a chair-polisher. Small, independent station preferred, but any station offering opportunity to do a good job in the program and sales department with a commensurate income will be considered.

BOX 106, BROADCASTING

AVAILABLE SOON

A MAN WHO KNOWS FOOD AND HOW TO SELL IT TO WOMEN—BY RADIO —with a 5 year radio record to prove it! Nationally recognized as food authority . . . sponsor following. Box 108, BROADCASTING

EXECUTIVE AVAILABLE

This agency has contact with a man who really knows radio. He is well versed in sales, promotion, programming and public relations. Twelve year record of successful management is outstanding. Size of opportunity more important than size of immediate pay check.

Jules Livington Agency
Binghamton, New York

Situations Wanted (Cont'd)

Graduate radio school vet. Disc show to sell. Good continuity, special events and ad-lib man. 20 years show business, vaudeville, pictures, cafes. Contact Dennis Leigh, 1215 N. Dearborn, Chicago, Illinois.

Announcer-Veteran, 28, single. Trained leading Chicago school, short comercial experience. Photo, disc availiable. Edward Helgert, 3023 Washington Ave., Racine, Wisconsin.

Gentlemen-If you're looking for a bright young man with several years of successful annuncing and programming, varied background including sales, music, license, go no further! I can be had, especially by a good station. Preferably eastern metropolitan market. Box 89, BROADCASTING.

Do you need a manager or assistant manager? Have degree and 11 years experience. Prefer midwest. Box 77, BROADCASTING.

Station manager-Both net, independent management; 7 years present setup. Business side newspaper background. Can invest. Consider newspaper-radio management. Not east. Box 78, BROADCASTING.

Twenty years experience construction, maintenance and operation both AM-FM. Desires position as chief or transmitter engineer. First phone license. Will consider any locality. Box 79, BROADCASTING.

Air salesman-Young, single veteran. Congenial, conscientious announcer. 3 years radio experience. Friendly, sincere voice. News, sports, general staff. Can handle play-by-play. Operate controls. No ticket. Photo, disc available. Box 80, BROADCASTING.

Announcer, 26, dependable, ambitious, 4 years experience, desires position with future. Wire or write for further info. Box 81, BROADCASTING.

Television director-writer. Five years studio-remotes, commercial experience. Capable complete programming. References. Box 87, BROADCASTING.

It's no disgrace to be unemployed, but but it's d___d expensive. Experienced, all-round announcer, specializing in news, ad-lib disc shows. Licensed, but want straight announcing or production. Prefer metropolitan area, east. Disc or personal interview. Box 88, BROADCASTING.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Style's School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Young lady desires position with radio station on east coast. Graduate radio broadcasting, Southeastern University, Washington, D. C. Experienced. Box 101, BROADCASTING.

Chief engineer, AM-FM-TV installation, operation, college graduate, degree. Consulting engineering experience, ex-Bureau Standards technician. Supply staff. Box 1298, Hollywood, California.

Radio engineer, 1st phone, married, AM, FM experience. Clarence Simpson, Prairie Grove, Arkansas.

Top announcer seeks position with station offering security and advancement. Presently employed as program director. Offer loyalty, experience and stability in exchange for chance settle down. Age 28, married, no children. Box 104, BROADCASTING.

Versatile young woman, experienced programming, selling, writing, office routine, with musical background desires position. Two years with local station, one year agency radio writing. Also, 10 years secretarial and office experience. Organist. Box 103, BROADCASTING.

Announcer. Recent graduate broadcasting school Radio City. Trained all phases. Opportunity prime consideration. Non-floatable. Paul Harvey Schalman, 611 Argyle Road, Brooklyn, N. Y.

MICHIGAN
TOWER FOR SALE!

190' International-Stacey self supporting—triangular

Used 6 years—Available in December
Standing

Box 862, BROADCASTING

Situations Wanted (Cont'd)

Announcer - writer — Pleasing, sincere voice; also can write good, clean sales copy. Ambitious, 25, single. Solid background in announcing, newscasting and copywriting. Conscientious, eager to become established, can be molded to taste. Location no objective. Disc, copy on request. Box 102, BROADCASTING.

Attention—Stations Fort Worth-Dallas area: Program-production director looking for permanent connection with progressive, production and show business-minded station and the accent is on permanent. Watts or age relatively unimportant: opportunity and salary equally important. Can offer ten years of radio and show business know-how plus knowledge of popular music considerably above average. Presently employed in like capacity but desire change for health. Accomplished newscaster, good platter man, but not yuk-yuk type, just fair on studio quiz or participation. Air Force veteran, 30, married, two children. Can possibly arrange personal interview. Box 105, BROADCASTING.

Tyro announcer-operator with 8 weeks announcing schooling, some college English, announcing aspiration, first phone license, technical background and car seeking opportunity to learn announcing. Bill Cameron, 495 Tenth Avenue, San Francisco 18.

Available January 1st. Topflight radio personality presently employed as station manager-program director. Specialties: ad-lib record shows, special events. 10 years experience, excellent voice, age 32. Previous and present employers best references. Write, wire or phone for particulars. Paul Parker, WMBL, Morehead City, N. C.

Chief engineer, 25 years experience various phases radio, including transmitter design, operating 50 kw. FM, chief engineer 250 watt AM, desires permanent position new FM or AM-FM station as technical supervisor during installation and continue operating chief engineer. Can give station high quality, keep expenses down. Prefer location within 200 mile radius Chicago. Box 109, BROADCASTING.

Los Angeles or Washington? Program director-producer—20 "know-how" CBS-MBS and affiliated years. Box 118, BROADCASTING.

News editor-writer. Now in network NY newsroom; seeking midwest connect Box 119, BROADCASTING.

For Sale

For sale—Collins 300-E modified to 300-F one 40D-A exiter for transmitter, one 164 ft. square self-supporting, tapered tower, lighting fixture and base insulators with one new set transmitter tubes complete. Box 965, BROADCASTING.

For sale—3 kw FM transmitter now in operation. May be inspected at anytime. Box 993, BROADCASTING.

For sale—General Electric model 51 wire recorder with 4 spools of wire and an Electronic Laboratories model 307 6 volt DC to 115 volt AC inverter. Used by broadcast station, but in good working condition. Box 40, BROADCASTING.

For sale-Western Electric model 503B-1 1 kw FM transmitter in excellent condition; available January 1, 1948. Box 97, BROADCASTING.

(Continued on page 64)

FOR SALE

TWO
NETWORK STATIONS

One in a major market, the other in a minor market; both in the most desirable part of the southwest. Splendid climate; excellent living and business conditions. These two fulltime stations have valuable network affiliations, they are showing a fine profit and there is a definite opportunity for further expansion in nearby territory.
This will be one of the outstanding broadcasting investments of the year. Price $150,000 for both stations. Write exclusive representatives

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
James W. Blackburn, 1011 New Hampshire Ave. National 7488

SAN FRANCISCO
Ray V. Hamilton 333 Montgomery St. Exbrook 2-5672

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MEN!

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Washington 10, D. C.

Please send information concerning
☐ Correspondence ☐ Residence Courses.

Name_____

Address_____

City_____ State_____

Rules Amendment

MODIFICATION was ordered last week by FCC of its rules Sec. 1.401 concerning notification of violations to require that parties advised of violations reply only to the originating Commission office. Heretofore those notified were required to reply to FCC headquarters with a copy sent to the originating office. The second sentence of the section as amended now reads:

Within 3 days from receipt of such notice, or such other period as may be specified, the licensee shall send a written answer direct to the office of the Commission originating the official notice.

OUTSTANDING service plaque for making "Operations Safety" in Los Angeles, has been awarded to Southern California Broadcasters Assn. by Adv. Club of Los Angeles, Greater Los Angeles Chapter National Safety Council, and Los Angeles Police Dept.

For Sale (Cont'd)

1200 feet new 1⅝ inch coaxial line. This is surplus from our FM installation. Immediate delivery. Make us offer. Radio Station WBOC, Salisbury, Md.

Turntables—1 Robinson model A, used one year; 1 Robinson model B, used six weeks. Both $300 C.O.D. Box 115, BROADCASTING.

Gates studioette for sales, used only few months. Ideal for small station use or studio control. First check for $300.00. Chief Engineer, radio Station WKYB, Paducah, Kentucky.

For sale—Two Presto recorders, type 8-N, as new, complete including 4-A cabinets, four feedscrews, three cutters, type 1-C, one cutter type 1-D, but not including playback pickups. Price reasonable. Fritz Baurer, KWTO, Springfield, Missouri.

Two WE reproducers, consisting 5-A arm, 9-A head, equalizer and 171 repeating coil. One-9-A head new, used short time, 1 spare 9-A head, just factory overhauled, excellent condition. For everything $325.00. Wire WLNH, Laconia N. H.

For sale—One RTL wire recorder in excellent condition. Like new. Recorder wire included. $395.00. Reply Royce O. Woodward, Chief Engineer, WRFD, Worthington, Ohio.

250 watt transmitter. WE 310-B, adjusted for 250-100 watt operation. In excellent condition. Available immediately due to power increase. Includes tubes and spare parts. Make offer. WKAT, Miami Beach, Florida.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Wanted to Buy

Small station, presently unprofitable unit preferred. Box 69, BROADCASTING.

Radio executive with 17 years' experience wants to buy interest in local AM station and take active part in management. Network affiliate preferred. Box 836, BROADCASTING.

Profitable metropolitan station. Regardless of power or location. Box 120, BROADCASTING.

Miscellaneous

Announcing for Radio-Kilmer. Newest publication in its field. Used by nine universities, 300 stations. $2.50. University Radio Publications, Box 1136 University Place Station, Des Moines, Iowa.

Have you per inquiry time available on your station? Our photo finishing deal pays. Get our proposition. Abbey Studios 8 S. 17th St., St. Louis, Missouri.

Engineer partner wanted, degree. Consulting-survey. Box 1298, Hollywood, California.

TELEVISION LICENSEES, PERMITEES & APPLICANTS . . . . . (Con'd from page 33).

City, States and Applicant	Call Letters	Channel No. Frequency (mc.)	Effective Peak Power Radiated Visual (kw.)	Aural	Antenna Ht. Above Average Terrain (ft.)
(Boston—continued)					
(A-H) Mass. Bcstg. Corp.	.....	(9) 186-192	....	....	.....
(A-H) New England Tele. Co.	.....	(13) 210-216	....	....	.....
(A-H) New England Theatres	.....	(13) 210-216	....	....	.....
Fall River					
(A) New England Tele. Co.	.....	(8) 180-186	....	....	.....
New Bedford					
(A) E. Anthony & Sons	.....	(1) 44-50	....	....	.....
Waltham					
(CP) Raytheon Mfg. Co.	WRTB	(2) 54-60	....	....	.....
MICHIGAN					
Detroit					
(CP-O) Evening News Assn.	WWJ-TV	(4) 66-72	17.1	17.7	588
(CP) Fort Industry Co.	WTVO	(2) 54-60	14.96	7.51	500
(CP) King-Trendle Bcstg. Corp.	WDLT	(7) 174-180	32.1	16.7	485
(A-H) United Detroit Theatres	.....	(5) 76-82	....	....	.....
(A-H) WJR, The Goodwill Station	.....	(5) 76-82	....	....	.....
MINNESOTA					
Minneapolis					
(CP) Minn. Bcstg. Corp.	WTCN-TV	(4) 66-72	17.9	9.2	490
Saint Paul					
(CP) KSTP Inc.	KSTP-TV	(5) 76-82	13-68	6.48	547.1
MISSOURI					
St. Louis					
(CP-O) Pulitzer Pub. Co.	KSD-TV	(5) 76-82	18.15	18.7	524
NEW JERSEY					
Newark					
(CP) Bremer Bcstg. Corp.	WATV	(13) 210-216	17	8.3	585
Trenton					
(A) Trent Bcstg. Corp.	.....	(1) 44-50	....	....	.....
NEW MEXICO					
Albuquerque					
(CP) Albuquerque Bcstg. Co.	KOB-TV	(4) 66-72	4.5	4.5	48
NEW YORK					
Buffalo					
(CP) WBEN Inc.	WBEN-TV	(4) 66-72	15	8	335
New York					
(CP) ABC	WJZ-TV	(7) 174-180	16.25	8.25	730
(CP) Bamberger Bcstg. Service	WOR-TV	(9) 186-192	30-25	24.5	600
(*) CBS	WCBS-TV	(2) 54-60	1.72	1.67	Aur. 965 Vis. 937
(*) Allen B. DuMont Labs.	WABD	(5) 76-82	1.81	.723	626
			(CP 14.25	9.45	640)
(*) NBC	WNBT	(4) 66-72	7	5.75	1,280
(CP) News Syndicate Co.	WLTV	(11) 198-204	16.3	8.17	560
Schenectady					
(*) General Electric Co.	WRGB	(4) 66-72	40	21.3	761
			(CP 18.25	9.125	832)
OHIO					
Cincinnati					
(CP) Crosley Bcstg. Corp.	WLWT	(4) 66-72	23.5	19.5	670
(A-H) Allen B. DuMont Labs.	.....	(2) 54-60	....	....	.....
Cleveland					
(CP) Empire Coil Co.	WXEL	(9) 186-192	21	13	725
(CP) NBC	WNBK	(4) 66-72	18.8	9.6	585
(CP-O) Scripps-Howard Radio	WEWS	(5) 76-82	18.2	9.1	636
(A-H) Allen B. DuMont Labs.	.....	(2) 54-60	....	....	.....
(A-H) WGAR Bcstg. Co.	.....	(7) 174-180	....	....	.....
(A-H) United Bcstg. Co.	.....	(7) 174-180	....	....	.....
Columbus					
(CP) Crosley Bcstg. Corp.	WLWL	(3) 60-66	15.5	5.25	882
Dayton					
(CP) Crosley Bcstg. Corp.	WLWD	(5) 76-82	30	25	506
Toledo					
(CP) Fort Industry Co.	WTVT	(13) 210-216	27.4	14.4	524
OREGON					
Portland					
(CP) Oregonian Pub. Co.	KGWG	(6) 82-88	10	11.2	984
PENNSYLVANIA					
Harrisburg					
(A-H) Harold O. Bishop	.....	(8) 180-186	....	....	.....
(A-H) WHP Inc.	.....	(8) 180-186	....	....	.....
Johnstown					
(CP) WJAC Inc.	WJAC-TV	(13) 210-216	6.5	7	1,110
Lancaster					
(A) WGAL Inc.	.....	(4) 66-72	....	....	.....
Philadelphia					
(CP) Wm. Penn Bcstg. Co.	WPEN-TV	(10) 192-198	25	26.4	676
(CP-O) Phila. Inquirer (Triangle Publs. Inc.)	WFIL-TV	(6) 82-86	18.1	9.3	500
(*) Philco Television Bcstg. Corp.	WPTZ	(3) 6066	2.69	2.76	340
			(CP 10.37	10.7	707.6)
(A-H) Daily News Tele. Co.	.....	(12) 204-210	....	....	.....
(A-H) Penna. Bcstg. Co.	.....	(12) 204-210	....	....	.....
Pittsburgh					
(CP) Allen B. DuMont Labs.	WDTV	(3) 60-66	14.6	7.3	818
(A) Allegheny Bcstg. Corp.	.....	(8) 180-186	....	....	.....
(A) Empire Coil Co.	.....	(10) 192-198	....	....	.....
(A) Westinghouse Radio Stations	.....	(6) 82-88	....	....	.....
Wilkes-Barre					
(A) Louis G. Baltimore	.....	(11) 198-204	....	....	.....
RHODE ISLAND					
Providence					
(CP) Outlet Co.	WJAR-TV	(11) 198-204	50	50	420
TENNESSEE					
Memphis					
(A) Bluff City Bcstg. Co.	.....	(5) 76-82	....	....	.....
(CP) Memphis Pub. Co.	.....	(4) 66-72	13.6	7.12	650
TEXAS					
Dallas					
(CP) KRLD Radio Corp.	KRLD-TV	(4) 66-72	46	TBD	519
(CP) Lacy-Potter Tele. Bcstg. Co.	KBTV	(8) 180-186	35	18.5	489
(A-H) Interstate Circuit	.....	(3) 60-66	....	....	.....
Fort Worth					
(CP) Carter Publications	KCPN	(5) 76-82	17.6	8.2	490
Houston					
(A) W. Albert Lee	.....	(2) 54-60	....	....	.....

(Continued on page 77)

"THE BEST DOLLAR BUY

in Canada's richest market!"

That's what our advertisers say—and it makes us at CFRB pretty proud! There are 44 firms who have been advertising on CFRB since 1936—satisfied sponsors for over ten years. And there's only one thing that makes them satisfied, keeps them advertising over CFRB—results!

Yes, every advertising dollar spent on CFRB gives results. Here are facts:

CFRB covers the heart of industrial Ontario, the area that represents over 40% of Canada's total retail sales. And, in this area, every advertising dollar on CFRB buys:

2,795 potential radio homes after 7.00 p.m.
3,475 potential radio homes between 6 and 7 p.m.
5,195 potential radio homes at other times.

No wonder our advertisers are satisfied! They're getting results — a buying audience in a buying market!

CFRB
TORONTO

REPRESENTATIVES

UNITED STATES
Adam J. Young Jr., Incorporated

CANADA
All-Canada Radio Facilities Limited

Looking forward to the next twenty years!

Bluegrass
TOBACCO GROWERS
Have Bumper Crop!!!

Experts say Lexington Bluegrass looseleaf burley tobacco crop the best in 10 years. This means millions in spendable cash will be paid growers the next three or four months.

Let WLAP

... place your advertising message in thousands of homes in the rich Bluegrass market now. Get a share of this bonanza via your farm station—WLAP.

—ABC Affiliate—
Represented By—
THE JOHN E. PEARSON CO.

WLAP
A NUNN STATION

J. E. WILLIS, *Mgr.*
Lexington, Ky.

Grants for Charleston, S. C., Bluefield, W. Va., Stations

NEW LOCAL outlets were authorized for Charleston, S. C., and Bluefield, W. Va., and four other applications were denied as FCC handed down final decisions in four cases last Monday.

The decisions put into effect earlier Commission proposals to:

1. Grant the application of Southern Broadcasting Co. for a 250-w fulltime station on 1450 kc at Charleston, and deny Fort Sumter Broadcasting Co.'s application for the same facilities [BROADCASTING, Oct. 20].

2. Grant Radio Bluefield Co.'s bid for 1240 kc with 250 w fulltime at Bluefield and deny Pocahontas Broadcasting Corp.'s application for the same facilities [BROADCASTING Oct. 6].

3. Deny the application of Illinois Broadcasting Co. for a 250-w fulltime station on 1400 kc at Centralia, Ill., on grounds of excessive interference [BROADCASTING, Oct. 6].

4. Deny the application of Enterprise Publishing Co. for a 250-w fulltime station on 1490 kc at Douglas, Ga., also on grounds of excessive interference [BROADCASTING, Oct. 20].

None of the losing applicants had filed exceptions to the proposed decisions.

In the competitive proceedings—the Charleston and Bluefield cases—the Commission based its selection of grantees largely on comparisons of broadcast experience and of extent of ownership participation in day-to-day operations of the proposed stations.

The grants give Charleston its fifth AM station and Bluefield its second.

Ownership of the grantee companies:

Southern Broadcasting Co., Charleston—The company is headed by C. Norwood Hastie, owner of Magnolia Gardens (exhibition and floral nursery) and of an insurance business, who has 30.3% interest. B. M. Middleton, assistant to the president of Wilder Radio Stations (WSYR Syracuse and WTRY Troy, N. Y. and WELI New Haven, Conn.), owns 18.18% and will manage the station. J. Drayton Hastie, son of the firm's president and associated with a New York investment brokerage concern, also owns 18.18% and will be commercial manager. Other stockholders, all local business and professional men, are J. Ross Hanahan and George L. Buist, 6.06% each; Andrew Simons, Louis D. Simonds Jr. and Theodore D. Maybank, 3.03% each; J. M. Hagood, 7.58%, and F. L. Parker 2d, 4.55%. Network affiliation is planned.

Radio Bluefield Co. Bluefield—The company is an equal partnership of J. Lindsey Alley, former general manager of WHIS Bluefield; George E. Shumate, owner of Shumate Radio Service, of Bluefield, and E. Bernard Jarrett, manager and controlling stockholder of Southern Office Supply Co., Bluefield. Mr. Alley will be general manager; Mr. Shumate will be in charge of engineering and technical operations, and Mr. Jarrett will organize and supervise the accounting and sales departments. Network affiliation is contemplated.

WMAQ Chicago Starts Transmitter Renovation

RECONDITIONING program including installation of permanent diesel emergency generators and power units at its transmitter site near Elmhurst, Ill., has been launched by WMAQ Chicago. Renovation will cost approximately $20,000.

Work is being done by Paul Todd and Frank L. Wright, NBC New York radio facilities technicians, with assistance of Lester Looney, assistant manager of NBC radio facilities and allocations group in New York, who is project engineer. They are working in coordination with Howard C. Luttgens, chief engineer of NBC Central Division, and Walter Lindsay, WMAQ transmitter engineer.

Reconditioning program has curtailed station's weekly broadcast schedule by four hours and 15 minutes.

Liquor Legislation

LEGISLATION to prohibit advertising of liquor over the radio [BROADCASTING, Dec. 1] was urged in a petition signed by 53 members of the Memorial Methodist Church of Weston, W. Va. and introduced in the House last week by Rep. Edward G. Rohrbough (R-W. Va.). The petition was referred to the Foreign & Interstate Commerce Committee.

PRODUCTION of a new Capehart and new Panamuse by Capehart instrument has been announced by the Farnsworth Television & Radio Corp., Fort Wayne, Ind.

U. S. RECEIVERS
Figures Show There are 425 Sets Per Thousand People

RADIO costs the average American worker one week of work while the average Russian worker must pay 15 weeks of work for what he gets, according to a comparison of Americanism, Communism and Facism compiled by the Coordinator of Information for the U. S. House of Representatives.

The report points out that Americanism is founded upon freedom of speech and radio, while Communism and Facism employ ruthless suppression of free speech and use of radio.

In the number of radio sets, the report shows that the U. S. far exceeds other countries with 425 sets per 1,000 population in 1946. While under the totalitarian governments, the report says that possession of radio by private citizens without permission of some petty bureaucrat means arrest and punishment. As a result, Russia's 1946 figure is given as 8.1 sets per 1,000 population. Other Fascist, or former Fascist countries are listed as follows: Germany (1944), 167.7; Japan (1943), 93.3; Italy (1946), 32.7; and Spain, 14.

Figures on the cost of radio are attributed to the U. S. Bureau of Labor Statistics, while those on the number of sets are furnished by the Department of Commerce.

A *clear cut* PICTURE OF THE BEST BALANCED MARKET IN THE UNITED STATES

$100 MILLION RURAL BUYING INCOME

50,540 FARMS

1791 MFG. FIRMS

8 OF WORLD'S LARGEST INDUSTRIES

318,440 RADIO FAMILIES

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DAY AND NIGHT
ABC

REPRESENTED by *Rambeau*

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GEORGE B. BAIREY
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Radio Engineer
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Birmingham, Alabama
Bessemer 3690

ANDERSON & MERRYMAN
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New Orleans — American Bk. Bldg. — Lake Charles, La. — 6-1480

GUY C. HUTCHESON
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Only two types of PLUG-IN amplifiers...Type 116-A as a pre-amplifier or booster...Type 117-A as a program amplifier, monitor, or booster.

Only two types of tubes, 1620's and 6V6GT's.

● **YOU SAVE**

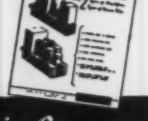
By conserving rack space.

By simplified maintenance... Just PLUG-IN a spare amplifier should trouble occur.

● **YOU HAVE QUALITY**

These amplifiers are built to the Langevin standard of high quality performance...They exceed the FCC specifications for FM.

The complete story of "PLUG-IN Amplifiers by Langevin" is ready for you now in booklet form... write for it today.



The Langevin Company
INCORPORATED
SOUND REINFORCEMENT AND REPRODUCTION ENGINEERING
NEW YORK 35W 65 St. 23 · SAN FRANCISCO 1050 Howard St 3
LOS ANGELES 1000 N Seward St 38

November 28 Decisions . . .

BY COMMISSION EN BANC

License Extension

WABW-FM Indianapolis—Present license extended upon temporary basis for period ending March 1, 1948, pending action in Dockets 7835 and 7836.

WCAU-FM Philadelphia—Present license extended upon temporary basis for period ending March 1, 1948, pending consideration and final action on application for transfer of control.

WMIT Winston-Salem, N. C.—Present license extended on temporary basis for period ending March 1, 1948, pending receipt of reply to letter regarding ownership.

License Renewal

WFMN Alpine, N. J.—Granted renewal of license for period ending July 1, 1948.

Assignment of CP

WTFM Tiffin, Ohio—Granted assignment of FM CP from J. R. David to Tiffin Bcstg. Co., corporation which is controlled 50.66% by said David.

Hearing Designated

Radio Bcstg. Corp., La-Salle-Peru, Ill. and The LaSalle County Bcstg. Co., LaSalle, Ill.—Designated for consolidated hearing applications of Radio Bcstg. Corp. and the LaSalle County Bcstg. Co. each requesting Class B FM station.

CP Vacated

Wilmington Star-News Co., Wilmington, N. C.—Granted request to vacate its CP for Class B FM station and dismiss application.

TV—66-72 mc

Memphis Publishing Co., Memphis, Tenn.—Granted CP for TV new station. Channel 4, 66-72 mc; vis power 13.6 kw; aur 7.12 kw; ant. 650 ft.

FM Grants

Authorized conditional grants for two Class B FM stations. Issued CPs for three Class B FMs and CPs in lieu of previous cond. for four Class B FM stations. (See story BROADCASTING, Dec. 1).

License Renewal

Following stations were granted renewal of licenses for period ending Nov. 1, 1950: WCBC Anderson, Ind.; WMMW Meriden, Conn., and WWOK Flint, Mich.

WRC Washington, D. C.—Granted renewal of license for period ending May 1, 1950.

WCAW Charleston, W. Va.—Granted renewal of license for period ending Aug. 1, 1950.

WELM Elmira, N. Y.—Same.

License Extension

KLIZ Brainerd, Minn.—Present license extended on temporary basis only for period ending March 1, 1948, pending further information regarding program plans.

License Renewal

W9XJN Joseph T. Novy, Riverside, Ill.—Granted renewal of experimental station license for the period ending May 1, 1948.

License Extension

Licenses for following stations were extended on temporary basis for period ending March 1, 1948: KARK Little Rock, Ark.; KFJZ (and Aux.) Fort Worth, Tex.; KHJ (and Aux.) KHJ-FM W6XAO W6XDU Los Angeles; KOB Albuquerque, N. M.; WATL Atlanta, Ga.; WDEL Wilmington, Del.; WFLA Tampa, Fla.; WGIL Galesburg, Ill.; WJOL Joliet, Ill.; WKBW (and Aux.) Buffalo, N. Y.; WNOE New Orleans, La.; WOV (and Aux.) New York; WSGC Elberton, Ga.

Hearing Designated

Sarkes Tarzian, Bloomington, Ind.—Designated for hearing renewal application for developmental broadcast station W9XHZ, and granted temporary authority to operate for period ending March 1, 1948.

AM—1220 kc

Community Bcstg. Co., Baton Rouge, La.—Granted CP new station 1220 kc 250 w D; engineering cond.

AM—1490 kc

Wm. Howard Cole, Philadelphia, Miss.—Granted CP new station 1490 kc 250 w unl.; engineering cond.

AM—1410 kc

The Henderson County Bcstg. Co., Athens, Tex.—Granted CP new station 1410 kc 250 w D.

AM—1010 kc

Gulf Shores Bcstg. Co., Crestview, Fla.—Granted CP new station 1010 kc 1 kw D; engineering cond.

AM—1570 kc

Pottery Bcstg. Co., E. Liverpool, Ohio—Granted CP new station 1570 kc 1 kw D; engineering cond.

AM—1370 kc

Sarkes Tarzian & Mary Tarzian, Bloomington, Ind.—Granted CP new station 1370 kc 500 w-N 1 kw-D unl. DA-N.

BY THE COMMISSION

(Comrs. Hyde and Jones Dissenting)

New England Theatres Inc., Boston; Empire Coil Co. Inc., Sharon, Mass.; Boston Metropolitan Tele. Co., Boston; New England Tele. Co. Inc., Boston and Massachussetts Bcstg. Corp., Boston—Ordered that these five applications for new television stations be designated for consolidated hearing, on issues to determine, among other things (a) stock ownership and management interest of Paramount Pictures Inc. in Allen B. DuMont Labs. Inc., New England Theatres Inc., United Detroit Theatres Corp., Balaban & Katz Corp., Interstate Circuit Inc. and Television Productions Inc., and (b) whether in light of evidence adduced with respect to issue (a) above, grant of application of New England Theatres Inc. would be consistent with Sec. 3.640 of rules. Further ordered that consolidated hearing on these applications with respect to issues (a) and (b) only, be further consolidated with hearing designated Oct. 15 on applications of Allen B. DuMont Labs. Inc., New England Theatres Inc., United Detroit Theatres Corp. and Interstate Circuit Inc.

Allen B. DuMont Labs. Inc., WGAR Bcstg. Co. and United Bcstg. Co., Cleveland—Ordered these applications be designated for consolidated hearing on issues to determine, among other things (a) stock ownership and management interests of Paramount Pictures Inc. in applications of Allen B. DuMont, et al listed above, and (b), whether in light of evidence adduced at hearing with respect to issue (a) above, grant of application of Allen B. DuMont Labs. Inc. and United Detroit Theatres Corp. would be consistent with Sec. 3.640 of rules, and ordered further that consolidated hearing on these applications with respect to issues (a) and (b) only, be further consolidated with hearing designated Oct. 15 on Allen B. DuMont Labs., et al applications.

United Detroit Theatres Corp., WJR The Goodwill Station Inc. and The Fort Industry Co., Detroit—Adopted order designating for consolidated hearing applications of United Detroit Theatres Corp., WJR the Goodwill Station Inc. for new television stations in Detroit, and application of The Fort Industry Co. to change authorized Channel 2 to Channel 5, on issues to determine, among other things, stock ownership, etc. of Paramount Pictures, and whether in light of evidence adduced at hearing with respect to Paramount issue, grant of the application of United Detroit Theatres Corp. would be consistent with Sec. 3.640 of rules, and further ordered that consolidated hearing on these applications with respect to Paramount issue only, be further consolidated with hearing designated Oct. 15 on applications of Allen B. DuMont Labs. et al.

Ordered that consolidated hearing on all of above groups shall be held Jan. 5, 1948, on issues 1 and 2 stated in Commission's order of Oct. 15, which deals with stock ownership and management interests of Paramount Pictures Inc., and further ordered that Issue 3 of Commission's order of Oct. 15 be withdrawn from this hearing.

Keystone Bcstg. Corp., Harrisburg, Pa.; York Bcstg. Co., York, Pa. and Reading Bcstg. Co., Reading, Pa.—Denied joint petition requesting (1) that Commission accept waiver of hearing in accordance with procedure described in Sec. 1.391 of rules, and (2) requesting oral argument before Commission en banc on facts now before it with respect to their applications.

ACTIONS ON MOTIONS

(By Commissioner Jones)

KVN Company, Benton Harbor, Mich.—Granted petition to dismiss without prejudice application.

William H. Haupt, Inglewood, Calif.—Granted petition for leave to amend application to specify 105.4 mc (Channel 288), proposed trans. site, changed ant. height., etc.

WWBZ Vineland, N. J.—Granted petition for leave to amend application to revise engineering exhibit originally submitted.

Mich. Music Network Inc., Jackson, Mich.—Granted petition to dismiss without prejudice application.

WLEU Erie, Pa.—Granted petition in part and continued hearing to time to be designated within 20 days after action on petition for reconsideration filed by petitioner.

Frank Mitchell Farris Jr., Nashville, Tenn., and WCOE Inc., Nashville, Tenn.—Granted joint petition for continuance of hearing scheduled Dec. 1, 1947, and continued same to Jan. 14, 1948.

KPMC Bakersfield, Calif.—Granted authority to take deposition of Leo A. Schambin, operating and executive of KPMC, on Dec. 2, in proceeding in re Docket 6222.

KUGN Eugene, Ore.—Granted leave to take depositions in proceeding in re Dockets 6886 and 8616.

Paris Bcstg. Co., Paris, Tenn.—Referred to full Commission petition requesting record be opened in re application.

WXYZ Detroit—Dismissed as moot petition insofar as it requests that application of Hillsdale Bcstg. Co. be designated for hearing, insofar as petition requests they be made party to proceeding, it is granted.

Eagle Printing Co. Inc., Butler, Pa.—Dismissed petition requesting that Commission extend time within which to file exceptions to Commission's proposed decision adopted Oct. 21, in re Dockets 7672 et al.

Scripps-Howard Radio Inc., Cleveland—Granted petition for extension of time within which to file proposed findings in re proceeding in Dockets 6916 and 6917 and time was granted to Dec. 22, 1947.

Seward County Bcstg. Co., Liberal, Kan.—Granted petition for leave to amend application to specify 1270 kc 1 kw D in lieu 1400 kc 250 w unl. Amendment was accepted and application removed from hearing docket.

The St. Andrew Bay Bcstg. Co. and Bay County Bcstg. Co., Panama City, Fla.—Ordered that consolidated hearing on these applications scheduled Dec. 11 and 12 at Panama City, be continued to Dec. 12 and 13.

Eagle Printing Co. Inc., Butler, Pa.—Granted petition for leave to amend application to specify 1600 kc 1 kw D, in lieu of 1230 kc 250 w unl. etc. Amendment was accepted and application removed from hearing docket.

ACTIONS OF THE FCC

NOVEMBER 28 to DECEMBER 4

CP-construction permit
DA-directional antenna
ERP-effective radiated power
ST-studio-transmitter
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur-aural
vis-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours

December 1 Decisions . . .

DOCKET CASE ACTIONS

Announced final decisions in following cases:

Granting application of Radio Bluefield Co. for new station at Bluefield, W. Va. 1240 kc 250 w unl. and denying application of Pocahontas Bcstg. Corp. for same facilities.

Granting application of Southern Bcstg. Co. for new station at Charleston S. C. 1450 kc 250 w unl. and denying application of Fort Sumter Bcstg. Co. for same facilities.

Denying application of Illinois Bcstg. Co. for new station at Centralia, Ill. 1400 kc 250 w unl.

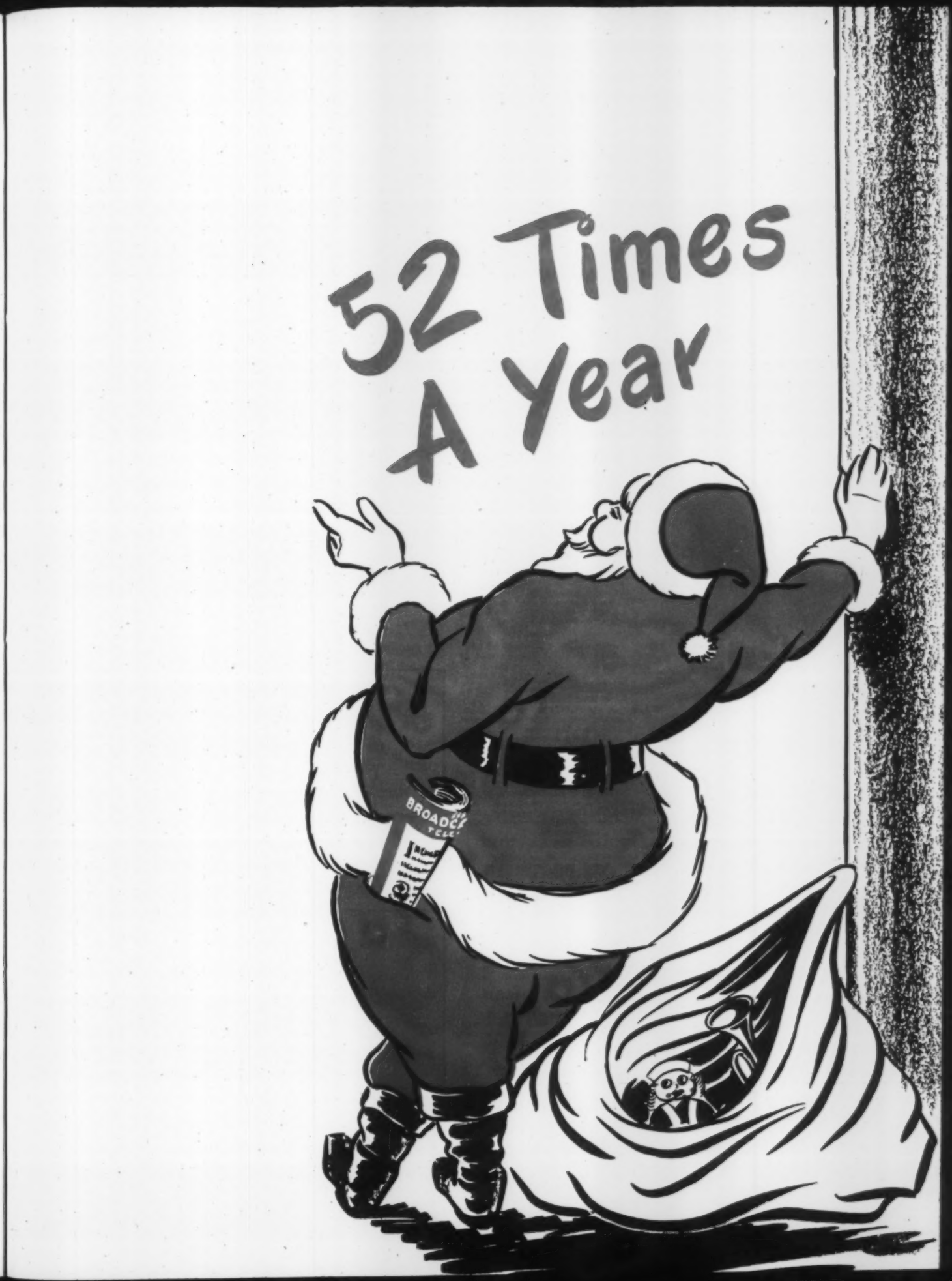
Denying application of Thomas H. and W. R. Frier d/b as Enterprise Pub. Co. for new station at Douglas, Ga. 1490 kc 250 w unl.

BY COMMISSION EN BANC

AM—1340 kc

Arthur D. Smith Jr., Winchester,

(Continued on page 70)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—QUALITY COUNTS—

FCC Actions

(Continued from page 68)

Decisions Cont.:

Tenn.—Granted CP new station 1340 kc 250 w unl.; engineering cond.

AM—1410 kc

William Courtney Evans, Dover, Del.—Granted CP new station 1410 kc 1 kw D; engineering cond.

AM—1570 kc

West Allis Bcstg. Co., West Allis, Wis.—Granted CP new station 1570 kc 250 w D; (Comrs. Durr and Hyde for hearing).

Transfer of Control

WCAU et al Philadelphia—Granted four following applications: (1) Consent to transfer control over Record Co. (licensee of WCAU and WCAU-FM) from J. David Stern and others to Bulletin Co.; (2) assignment of license of WCAU-FM from Philadelphia Record Co. to Wm. Penn. Bcstg. Co., subsidiary of Bulletin Co.; (3) assignment of license of WPEN-FM and CP for WPEN-TV from Wm. Penn Bcstg. Co. to Philadelphia Record Co.; and (4) transfer of control of Wm. Penn Bcstg. Co. (present licensee of WPEN) from Bulletin Co. to Sun Ray Drug Co. Status after this approval is: Sun Ray Drug Co. will own 100% of Wm. Penn Bcstg. Co. for consideration of $800,000; Wm. Penn Bcstg. Co. will be licensee of WPEN and WPEN-FM (formerly WCAU-FM). Phila. Record Co. will be licensee of WCAU and WCAU-FM (formerly WPEN-FM) and permittee of WCAU-TV (formerly WPEN-TV). Station WCAU-FM will be exchanged for stations WPEN-FM and WPEN-TV, and present call letters will be changed as follows: WCAU-FM to WPEN-FM; WPEN-FM to WCAU-FM and WPEN-TV to WCAU-TV. (Comrs. Durr and Jones voted for hearing).

Assignment of License

KSMA Santa Maria, Calif.—Granted consent to assignment of license of station KSMA from Hugh G. Shurtliff, et al, partnership, to Santa Maria Bcstg. Co., for consideration of $32,500.

Transfer of Control

KHON Honolulu, T. H.—Granted consent to transfer of negative control of Aloha Bcstg. Co. Ltd. from Ralph M. Fitkin to Louis Roy Turner, representing 25% of stock for $2500.

Assignment of License

WQQW & WQQW-FM Washington, D. C.—Granted consent to assignment of license from Metropolitan Bcstg. Corp., a D. C. corporation, to WQQW Inc., Delaware corporation.

AM—970 kc

KPDR Alexandria, La.—Granted CP change frequency from 1490 to 970 kc, increase 250 w to 1 kw-LS 500 w-N, install DA-N, change type trans. and move trans. location; engineering cond. and subject to limitations from KAKC Tulsa, Okla., application.

AM—1310 kc

KFKA Greeley, Col.—Granted CP change frequency and hours from 910 kc 1 kw S-KPOF to 1310 kc 1 kw DA-N unl., install new trans. and DA-N and change trans. location.

AM—1130 kc

WNEW New York—Granted CP make changes in DA.

Modification of CP

KVNU Logan, Utah—Granted mod. CP to make changes in DA and for extension of completion date; engineering cond.

Petition Denied

Texas Star Bcstg. Co., Dallas, Tex.—Denied petition to amend and grant application for new station and retained application in hearing docket. (Comr. Durr not participating).

All-Oklahoma Bcstg. Co., Tulsa, Okla.—Denied petition to amend and grant application for CP and retained application in hearing. (Comr. Durr not participating). (These applications will be heard in separate proceedings instead of consolidated).

KSTT Davenport, Iowa—Adopted order denying petition requesting reconsideration and grant without hearing of its application.

KVAK Atchison, Kan. and KJAY Topeka, Kan.—Adopted order denying petition requesting permission to operate simultaneously stations KJAY on its present assignment, and KVAK with reduced power of 100 w D.

Hearing Designated

Cosmopolitan Bcstg. Co., Los Angeles—Designated for hearing application for new station 960 kc 250 w N and ordered that KROW Oakland be made party to proceeding.

The Chillicothe Bcstg. Co., Chillicothe, Mo.—Designated for hearing application for new station 1280 kc 250 w D.

WFEC Miami, Fla.—Designated for hearing application for change in frequency from 1220 kc to 1230 kc, increase operating time from D to unl. and approval of trans. location and ant. system, and ordered that WJNO West Palm Beach be made party to this proceeding.

Diamond H. Ranch Bcstrs., Auburn, Calif.—Designated for hearing application for new station 1420 kc 250 w unl. and ordered that KUJ Inc. Walla Walla, Wash., and KGFN Grass Valley and KSTN Stockton be made parties to this proceeding.

Petition Dismissed

WSM Nashville, Tenn.—Dismissed as moot petition to reconsider action in granting without hearing application of WJSW.

Hearing Designated

KVI Tacoma, Wash.—Designated for hearing application for mod. license to move its main studios from Tacoma to Seattle.

WILS Lansing, Mich.—Designated for hearing application to change facilities of WILS from 1430 kc 500 w D to 1240 kc 250 w unl. in consolidated proceeding with application of Central Michigan Radio Corp.; dismissed as moot petition of Central Michigan Radio Corp. requesting that application of WILS be dismissed as incomplete, defective and improper, and ordered that WOOD Grand Rapids, WJHP Jacksonville, Fla., and WBBC Flint be made parties to this proceeding.

Petition Granted

KTBS Shreveport, La.—Granted petition for reconsideration and grant of application for CP, and granted said application to change facilities of KTBS from 1480 kc 1 kw unl. to 710 kc 5 kw-N 10 kw-LS unl. and install DA-DN; engineering cond. (Comr. Durr for hearing).

Petition Denied

WERC Erie, Pa.—Adopted memorandum opinion and order denying petition of WERC to certify to Commission for immediate decision record heretofore compiled in proceeding of WLEU; ordered that record in proceeding on application of WLEU be reopened.

AM—970 kc

WWSW Pittsburgh Pa. — Adopted memorandum opinion and order granting application of WWSW for operation on 970 kc with ant. system and trans. site proposed in application, but to be operated with 2500 w-N and 5000 w from local sunrise to local sunset, subject to CAA approval of trans. site and ant. system.

Petition Denied

Williamsport Radio Bcstg. Assoc., Williamsport, Pa.—Adopted order denying petition to mod. order of Oct. 10, 1947, reopening record for further hearing in consolidated proceeding of petitioner's application and that of Lycoming County Bcstg. Co. (Comr. Jones dissenting).

Hearing Designated

Suburban Bcstrs., Jackson, Mich.—Designated for hearing application for new station 1240 kc 250 w unl. in consolidated proceeding with applications of Washtenaw Bcstg. Co. Inc.

Petition Granted

KRUX Phoenix and Gene Burke Brophy, Nogales, Ariz.—Granted petition to dismiss without prejudice application for new station in Nogales, Ariz., and granted petition for consolidated hearing of application to move station KRUX from Glendale to Phoenix Ariz. change frequency 1340 kc to 910 kc, increase power from 250 w to 5 kw and install DA-N, in consolidated proceeding with applications of Radio Phoenix Inc.

Hearing Designated

Cahokia Bcstg. Corp. Inc., East St. Louis, Ill. and Hobart G. Stephenson Jr., St. Louis—Designated for consolidated hearing application of Cahokia Bcstg. Corp. for new station 1260 kc 1 kw unl. DA-2 and application of Stephenson 1230 kc 250 w unl., contingent on grant of WIL to change facilities, to be heard in consolidation with application of Belleville News-Democrat, and ordered that WIL be made party to proceeding.

(Continued on page 74)

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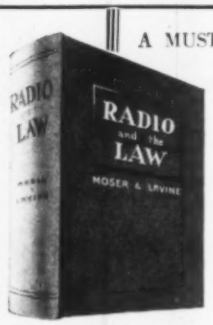

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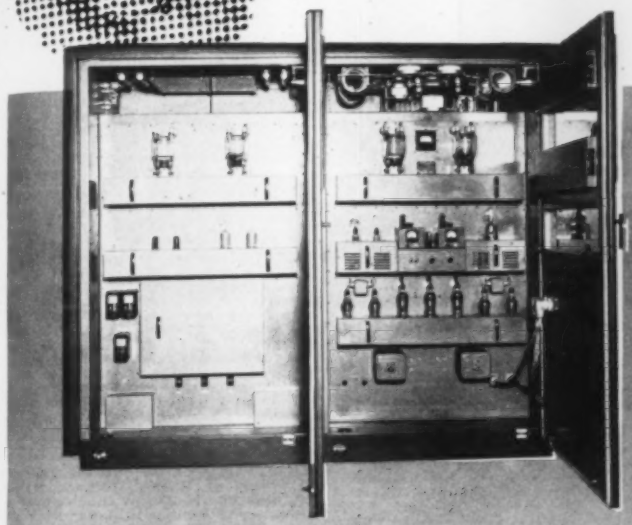
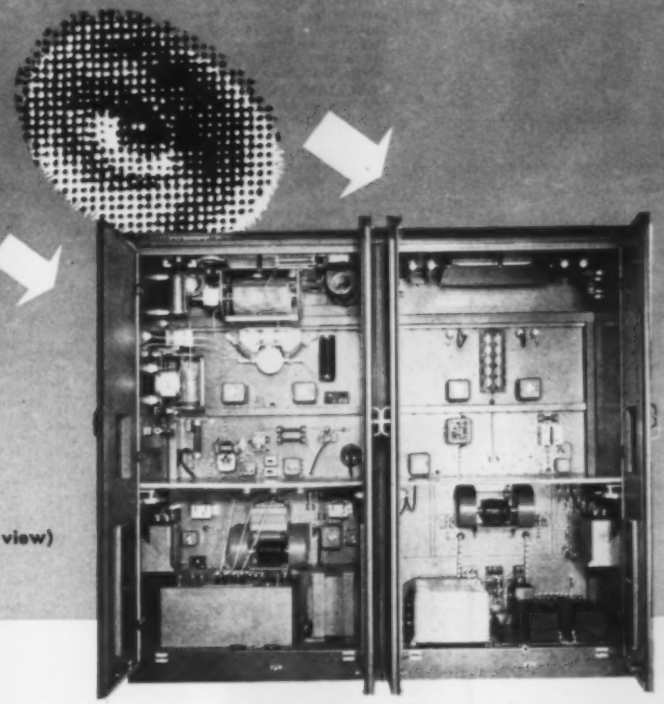


(20T open front view)



(20T open rear view)

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WE 2' patchcords $5 each in lots of 12. List $11.00.

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WE single and double jack mounts, less jacks, $8 and $15. With jacks, $15 and $30.

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Send for our new bargain list of new, used, surplus broadcast gear. Only a few of those coaxial line dehydrators left at $200.00 each.

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Promotion

WIN WILLIAMS, announcer at WMT Cedar Rapids, Iowa, has been appointed publicity director, replacing **BERNIE KOZBERG,** who resigned to join a local firm.

GUY CUNNINGHAM, promotion manager of WEEI Boston, has received Direct Mail Adv. Assn. award for outstanding achievement in that field.

MITCHELL DeGROOT, of advertising and promotion department of ABC, will teach new course, "Publicity and Public Relations in Radio," at New School for Social Research, New York, beginning Dec. 19 and running for five weeks.

VIRGINIA FOSTER, formerly with WEEI Boston, and **MARIETTE MUDGETT,** formerly handling publicity for Admiral Byrd's motion picture, "Discovery," have joined promotion department of WCOP Boston. Miss Foster will specialize in merchandising and Miss Mudgett will handle publicity. **VIRGINIA MORSE** also has joined WCOP to assist in promotion and accounting departments.

WILLIAM B. ROCHE, announcer at WFBR Baltimore, Md. has been appointed sales promotion manager of that station.

NAN COBURN, who for two years has been assistant publicity director at WHN New York, resigned Nov. 29 because of illness. Her replacement has not yet been announced.

BILL ARTHURS, publicity and promotion director at WRFD Worthington, Ohio, is the father of a girl, Karen Susan.

Modern Santa

SANTA CLAUS arrived in Charleston, S. C., this year in modern style, during promotion stunt of WFAK that city. As introduction to its new program, "Visit With Santa Claus," station arranged parade and large reception for Santa who was flown to Charleston by Bevo Howard, stunt flyer, at controls of new Goodrich amphibian. Santa rode in front cockpit of amphibian in full view of awaiting crowds. He was landed at Battery Pier and officially welcomed by group of prominent local and state citizens. After brief serenade concert by Marine Band, Santa climbed into new Cadillac convertible for three-mile ride down Charleston's main street, where Christmas lights had been turned on early in his honor.

WIP Coverage

OVERLAY STUDY of BMB coverage for Philadelphia stations has been prepared in booklet form containing color coverage maps by WIP Philadelphia. Ten-page booklet compares power and frequency of other local stations with that of WIP. First five pages compare daytime coverage of WIP with stations A, B, C, D, and E. Color coverage map of WIP, printed on heavy stock, is covered with transparent page on which coverage of station being compared is shown, also in colors. Statistics on nighttime coverage and breakdown by counties of both daytime and nighttime coverage also is included.

'Name This Program'

LISTENERS were invited to submit entries in 15-day "Name This Program" contest recently conducted on WRFD Worthington, Ohio, under sponsorship of Ohio Farm Bureau Cooperative Assn. Association sponsors Mon.-Sat. farm interview program on WRFD and contest was for purpose of finding suitable name for show. Station reports that nearly 1000 entries were received in 15 days, with winner receiving $100 merchandise certificate, and others were awarded 34 prizes—ranging from $50 to $10 each. Winning name was "Over The Line Fence," symbolizing conventional meeting place for formers resting from their chores.

WCSI Promotion

MUSIC MAKER "T" shirts are being distributed to teen-agers in southern Indiana by WCSI (FM) Columbus, Ind., as promotion for its "Music Makers Club." Shirts show picture of wearers, favorite bandleader. Twelve club members are selected each week to receive shirt without charge. Further promotion of WCSI programs has been arranged by station through deal with local firm, Noblitt-Sparks Industries. All WCSI programs are now fed over Noblitt-Sparks public address system for entertainment of employes. Hotel guests in WCSI area now are introduced to station by means of promotional material handed to them as they register. Station has arranged with all Columbus hotels to distribute the material to out of town visitors.

Christmas Party

CHRISTMAS PARTY for 4,500 children of less fortunate families will be staged Dec. 20 at Newport News (Va.) Municipal Arena, under joint sponsorship of Salvation Army, retail merchants of community, arena officials and WGH Newport News. Arena will be decorated with all traditional Yuletide trimmings, including big Christmas tree. Santa Claus will be on hand to pass out gifts and Joe Brown's Radio Gang will present broadcast from stage. Local merchants are contributing surplus toys for occasion and all entertainers will contribute talent without charge. Tickets for party will be distributed to needy children by Salvation Army.

Sponsor Sports Show

CONSOLIDATION of three separate annual sports, travel and boat shows, will be presented Feb. 27 to March 7 at Chicago's Navy Pier with opening of International Sports, Travel and Boat Show, co-sponsored by Chicago Tribune Charities Inc. and Outboard Boating Club of America. WGN, Chicago Tribune station, will go all out in promoting the event which will be one of most elaborate ever presented. Show will cover all phases of nation's 17-billion-dollar recreation, travel and sports industries. Over three miles of recreational equipment and service exhibits will form background for sports entertainment program.

Dream Contest

NAMES OF SONGS that contain the word "dream" are requested as entries in latest contest of Mike Hunnicutt on his early morning program on WOL Washington. Contest, titled "Walter Mitty Dream Contest," is in conjunction with current movie, "Secret Life of Walter Mitty." Man and woman sending in most tunes containing the word dream will each receive beautiful Benrus wrist watch, with 25 other winners being awarded passes to the movie which features Danny Kaye.

Concert Scrapbooks

TO INCREASE benefits of Youth Concerts being broadcast by WDSU New Orleans, station is distributing study aids before each concert and urging students to keep scrapbooks of the series. Concerts are broadcast direct from school auditoriums and are piped into class rooms of schools not attending actual performance. To encourage work on the scrapbooks, WDSU is conducting contest and will award prizes for best books after last program.

WKBN File Folder

BRIGHTLY COLORED file folders containing analysis of station's Hooper and BMB reports have been distributed to the trade by WKBN Youngstown, Ohio. Cover of folder is headed "On a Silver Platter," and presents picture of butler holding silver platter. On platter is drawing of numerous counties in Ohio with WKBN tower rising from middle. Daytime and nighttime coverage maps are included in folder along with BMB audience report. Insert in folder contains analysis of Youngstown Fall-Winter report of C. E. Hooper Inc.

NBC Caricature Contest

COLLECTION of caricatures of NBC stars, drawn by Sam Berman, are being used by Bill Herson, morning man on WRC Washington, in contest offering $700 in radios as prizes. Panel of 40 caricatures are on display in radio department of The Hecht Co., local department store, and Mr. Herson directs listeners to store for entry blanks. Contestants must identify stars or programs depicted, and write brief statement on "What Radio Means to Me." First prize for most identifications and best statement is $400 RCA Victor combination console radio, with smaller radios going to next four winners.

WDNC Lapel Buttons

BRIGHT RED lapel buttons bearing call letters of WDNC Durham, N. C., have been distributed by that station to announce its increase in power from 250 w to 5000 w. Buttons were pinned to card headed, "Right on the [button] . . . 5000 watts for WDNC. . ."

Letterhead Retires

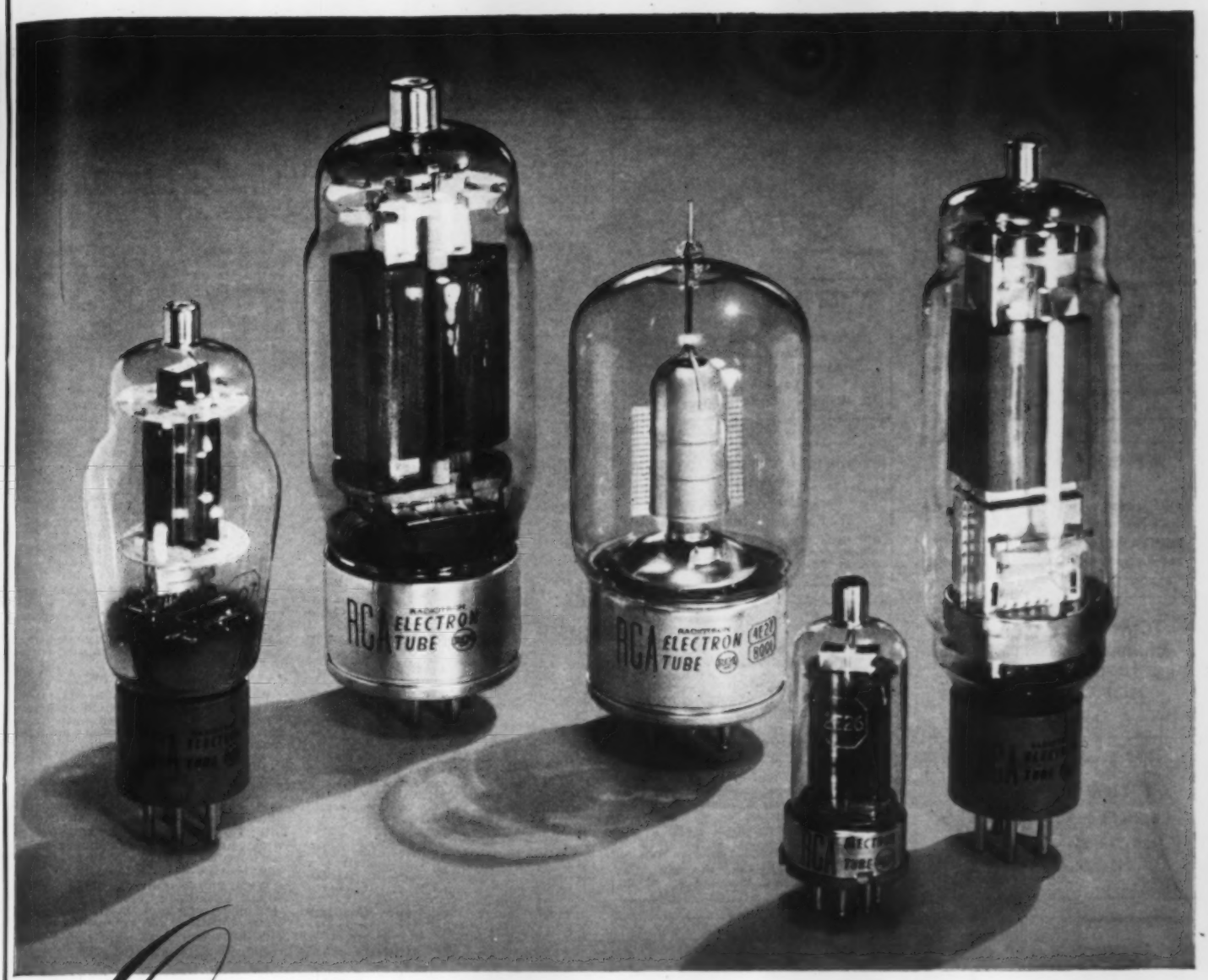
LETTERS to the trade have been sent out by Franklin P. Jones, director of publicity of Gray & Rogers, Philadelphia, announcing retirement after 20 years of firm's publicity letterhead and adoption of a new one. Both old and new letterheads were used in the message in order to "say goodbye to the old and introduce the new."

WKOB 'In' the Air

GREETINGS from WKOB North Adams, Mass., on Thanksgiving Eve were extended to listeners by means of four airplanes from local air field which flew over the city dropping 500 large balloons. On each balloon was a message reading: "The Air Is Filled With Thanksgiving Wishes From the WKOB Family." Prior to stunt, station aired series of station breaks explaining that "at 3:30 this afternoon . . . WKOB will not only be 'on' the air . . . but 'in' the air as well . . . keep your eye on the sky."

WEAM Awards

THREE RADIOS have been contributed by WEAM Arlington, Va., to be used as prizes in essay contest being conducted in local schools. Arlington Citizens Food Conservation Committee is sponsoring contest among students in social studies and English classes on subject "What World Recovery Means to This Country and to Me." WEAM will present radios to first prize winners in three divisions—elementary, junior and high schools.



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4E27	5.0	65	3000	75	27.50
807	6.3	16.5	475	60	2.30
813	10.0	67	1600	30	14.50
814	10.0	34	1000	30	12.30
815	6.3/12.6	13.5	325	125	6.25
828	10.0	47	1000	30	12.50
829-B	6.3/12.6	28	600	200	14.75
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BROADCASTING'S paid circulation as of Dec. 8, 1947 is 14,700, completely covering every phase of the business of broadcasting.

FCC Actions

(Continued from page 70)

Decisions Cont.:

Hearing Designated

Nashville Radio Corp., Nashville, Tenn.—Designated for hearing application for new station 1410 kc 5 kw unl DA in consolidated proceeding with applications of Frank Mitchell Farris and WCOE Inc.

Petition Granted

WMRC Greenville, S. C. and Brunswick Bcstg. Corp., Brunswick, Ga.—Granted petition of Textile Bcstg. Co. (WMRC) to designate its application for hearing in consolidated proceeding with Piedmont Bcstg. Co. et al and ordered that application of WMRC to change facilities to 1440 kc 1 kw unl. DA and application of Brunswick for new station 1440 kc 1 kw DA-N unl. be designated in consolidated proceeding with applications of Piedmont Bcstg. Co. and Harold H. Thoms.

WMUS Muskegon and Grand Haven Bcstg. Co., Grand Haven, Mich.—Granted petition of WMUS to designate application for hearing in consolidated proceeding with applications of N-K Bcstg. Co. and Western Michigan Radio Corps., and ordered that application of WMUS to change operating facilities from 1090 kc 1 kw D to 1490 kc 250 w unl and application of Greater Muskegon for new station 1490 kc 250 w unl. be designated for hearing in consolidated proceeding involving applications in Dockets 8408 and 8583.

Petition Dismissed

In the Matter of Daytime Petitioners Assn.—Dismissed without prejudice petition requesting Commission to hold hearing on revision of Sec. 3.25(d) of Rules and request from petitioner to defer action thereon or dismiss without prejudice.

December 1 Applications . . .

ACCEPTED FOR FILING

License for CP

WHBF Rock Island, Ill.—License to cover CP, as mod., which authorized changes in DA and mount FM ant. on top of AM tower and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WIBC Indianapolis—Mod. CP which authorized increase power, install new trans. and make changes in DA-DN and change trans. location, for extension of completion date.

KCOM Sioux City, Iowa—Mod. CP which authorized new standard station for extension of completion date.

WWJ Detroit, Mich.—Mod. CP which authorized install new trans., DA-DN and change trans. and studio locations, for extension of completion date.

AM—1120 kc

KMOX St. Louis—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WIBX Utica, N. Y.—Mod. CP which authorized change frequency, increase power install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—870 kc

WGTL Kannapolis, N. C.—Authority to determine operating power by direct measurement of ant. power.

License for CP

WSAN Allentown, Pa.—License to cover CP, as mod., which authorized increase power, install trans. and DA-N and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WTWS Clearfield, Pa.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

WVJP Caguas, P. R.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KSEM Moses Lake, Wash.—License to cover CP as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WKRS Waukegan, Ill.—Mod. CP, as mod., which authorized new FM station to change trans. site, ant. height above average terrain to 377 ft., ERP to 11.6 kw, make changes in ant. system and change commencement and completion dates.

FM—94.7 mc

Debs Memorial Radio Fund Inc., New York—CP new FM station (Class B) on Channel 234, 94.7 mc, ERP 13 kw and ant. height above average terrain 605 ft.

License for CP

WBBM-FM Chicago—License to cover CP, as mod., which authorized changes in FM station.

TV—82-88 mc

Westinghouse Radio Stations Inc., Pittsburgh—CP new commercial television station on Channel 6, 82-88 mc ERP 15.9 kw unl.

Modification of CP

WHOS Decatur, Ala.—Mod. CP which authorized new standard station for approval of ant., trans. and studio location.

License for CP

WTMC Ocala Fla.—License to cover CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change in trans. location and authority to determine operating power by direct measurement of ant. power.

AM—970 kc

Worcester Bcstg. Co., Worcester, Mass.—CP new standard station 700 kc 1 kw D. AMENDED to change frequency from 700 to 970 kc, change hours from D to unl., install DA-DN and change trans. location.

AM—1490 kc

WMUS Muskegon, Mich.—CP change frequency from 1090 to 1490 kc, decrease power from 1 kw to 250 w, change hours from D to unl., install new trans. and make changes in vertical ant. Contingent on WKBZ being granted change in facilities.

License for CP

WGAI Elizabeth City, N. C.—License to cover CP as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WGBR Goldsboro, N. C.—Mod. CP which authorized new standard station to make changes in vertical ant. and for extension of completion date.

WHED Washington, N. C.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

WFIL Philadelphia—Mod. CP, as mod., which authorized increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—910 kc

KRIO McAllen, Tex.—CP change studio location.

AM—1530 kc

KRST Tyler, Tex.—CP make changes in vertical ant. and change trans. location.

License for CP

WCAX Burlington, Vt.—License to cover CP, as mod., which authorized in-

(Continued on page 76)

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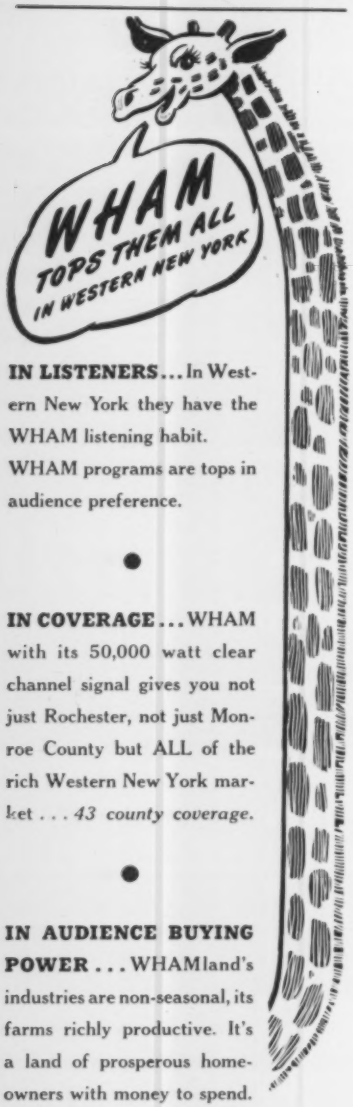

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"The Stromberg-Carlson Station"

FCC Actions

(Continued from page 74)

Applications Cont.:

crease power, install new trans. and changes in DA and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WHMA-FM Anniston, Ala.—Mod. CP as mod., which authorized new FM station for extension of completion date.

WJEJ-FM Hagerstown, Md.—Same.

WWDX Paterson, N. J.—Same.

KWRN-FM Reno, Nev.—Same.

WNXC Lima, Ohio—Same.

KWIL-FM Albany, Ore.—Same.

License for CP

KWIL-FM Albany, Ore.—License to cover CP, as mod., which authorized new FM station.

Modification of CP

WCLR Clearfield, Pa.—Mod. CP which authorized new FM station for extension of completion date.

WLOG-FM Logan, W. Va.—Same.

TV—76-82 mc

Liberty Bcstg. Corp. Atlanta, Ga.—CP new commercial television station on Channel 5, 76-82 mc, and ERP vis 17.768 and aur 9.37 kw.

TV—186-192 mc

Massachusetts Bcstg. Corp., Boston—CP new commercial television station on Channel 9, 186-192 mc and ERP vis 20 kw (peak) and aur 10 kw.

Modification of CP

KCVN Stockton, Calif.—Mod. CP, as mod., which authorized new noncommercial educational station for extension of completion date.

APPLICATION RETURNED

AM—1170 kc

Princeton Bcstg. Co., Princeton, Ky.—CP new standard station 1170 kc 250 w D. RETURNED 11-20-47—Incomplete.

TENDERED FOR FILING

Transfer of Control

WWXL WWXL-FM Peoria, Ill.—Consent to transfer of control of license and CP of AM station and CP for FM from Joseph H. Giddan, Max J. Lipkin, Sam J. Stone, Morris Enda and Harry Fracter to Homer D. Morrow and Myron A. Reck.

AM—1220 kc

Ottawa Bcstg. Co. Ottawa, Kan.—CP new standard station 1220 kc 250 w D.

Transfer of Control

WGNR New Rochelle, N. Y.—Consent to transfer of control of stock in permittee corporation for FM station from Edgar Sandford and Lawrence Goldring to Julian H. Gins.

AM—1360 kc

Whittier Bcstg. Co., Whittier, Calif.—CP new standard station 1360 kc 250 w D.

Transfer of Control

KFBI Wichita, Kan.—Consent to transfer of control of stock in licensee corporation to Evart Mills and John R. Griffith and various employees of KFBI.

AM—1400 kc

David Harold Wooldridge, Memphis, Tenn.—CP new standard station 1400 kc 250 w unl. (request facilities to be released by WHBQ).

Transfer of Control

KHON Honolulu, T. H.—Divestment of negative control of consent to transfer from James C. Hardy of 2500 sh. common stock to Webley Edwards.

Assignment of License

WROX Clarksville, Miss.—Consent to assignment of license of estate of Birney Imes Sr. (deceased) to Birney Imes Jr., administrator.

Transfer of Control

KVOX KVOX-FM Fargo, N. D.—Consent to transfer of control of license and CP of AM and CP of KVOX-FM from David C. Shepard, Howard S. Johnson and Richard S. Felhaber to E. J. McKellar and 26 associates.

December 2 Decisions . . .

DOCKET CASE ACTIONS

Announced proposed decision looking toward denial of application Kanawha Valley Bcstg. Co. for renewal of license of WGKV Charleston, W. Va., and to dismiss applications for transfer of control, for relinquishment of control, and petition to amend application for transfer of control.

Announced decision granting application of Charleston Bcstg. Co. for renewal of license of WCHS Charleston, W. Va. (Commissioner Hyde not participating; Comrs. Durr and Jones dissenting; Comr. Durr issuing dissenting opinion).

BY THE SECRETARY

WDLV WAGE Inc., area Syracuse, N. Y.—Granted license for new remote pickup station.

W6XYZ Television Productions Inc., Pasadena, Calif.—Granted CP to change type trans. and make changes in ant. system.

Warner Bros. Bcstg. Corp., area Hollywood, Calif.—Granted CP for new remote pickup station.

Fisher's Blend Station Inc., area Seattle—Same.

Following were authorized extension of completion dates for period shown: KLMR Lamar Col., to 5-3-48; WSOY Decatur, Ill., to 3-1-48; KHZZ San Antonio, to 4-21-48; KAXQ San Antonio, to 4-25-48; WWCF Greenfield, Wis., to 3-31-48.

WMBM Miami Beach, Fla.—Granted license for new station 800 kc 1 kw D.

WCOL Columbus, Ohio—Granted license covering move of old main trans. to present location of main trans., to be used as aux. with 250 w.

WKAT Miami Beach, Fla.—Granted license covering installation of old main trans. (at present site of main trans.) to be used for aux. purposes with 1 kw.

WFAA Dallas, Tex.—Granted license covering installation of new trans.

WEST Easton, Pa.—Same.

KUSN San Diego, Calif.—Granted license for new station 1510 kc 1 kw-N 5 kw-LS DA unl. and change studio location.

KGAF Gainesville, Tex.—Granted license for new station 1580 kc 250 w D.

KOBE Las Cruces N. M.—Granted license for new station 1450 kc 250 w unl.

KBRL McCook, Neb.—Same.

WZIP Covington, Ky.—Same except 1050 kc 250 w D.

KTTR Rolla, Mo.—Same except 1490 kc 250 w unl.

WMDD Fajardo, P. R.—Same.

KORA Bryan, Tex.—Same except 1240 kc 250 w unl.

KUBC Montrose, Col.—Same.

WORA Mayaguez, P. R.—Granted license for new station 1150 kc 1 kw unl. and to specify studio location.

KMLB Monroe, La.—Granted license covering changes in DA-N.

KUGN Eugene, Ore.—Granted license covering changes in vertical ant. and mounting of FM ant. on AM tower.

WBAP Ft. Worth, Tex.—Granted license install new trans.

WBGO Newark, N. J.—Granted license for new noncommercial educational station, Channel 217, 91.1 mc; 2.5 kw.

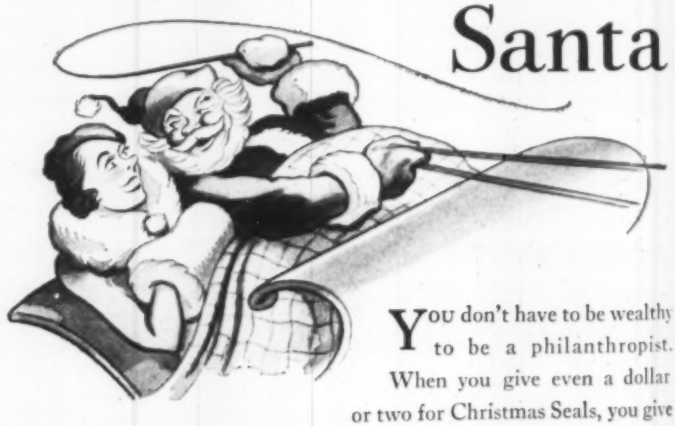
WPAB Ponce, P. R.—Granted license for increase in power to 5 kw and install new trans.

KVRC Arkadelphia Ark.—Granted license for new station 1240 kc 250 w unl. and for change of studio location.

KFPW Ft. Smith, Ark.—Granted mod. CP to install new vertical ant. and mount FM ant. on top.

WJPA Washington, Pa.—Granted CP make changes in vertical ant. and mount FM ant. on AM tower.

How to ride with Santa



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BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

TELEVISION LICENSEES, PERMITEES & APPLICANTS . . . . . (Cont'd from page 64).

City, States and Applicant	Call Letters	Channel No. Frequency (mc.)	Effective Peak Power Radiated Visual (kw.)	Effective Peak Power Radiated Aural (kw.)	Antenna Ht. Above Average Terrain (ft.)
UTAH					
Salt Lake City (CP) Intermountain Bcstg. Corp.	KDYL-TV	(2) 54-60	13.2	7	.....
VIRGINIA					
Richmond (CP) Havens & Martin	WTVR	(6) 82-88	12.16	6.4	431
WASHINGTON					
Seattle (CP) Radio Sales Corp.	KRSC-TV	(5) 76-82	18.95	9.79	408
WISCONSIN					
Milwaukee (CP-O) Journal Co.	WTMJ-TV	(3) 60-66	16.1	17	319

WCAE-FM Pittsburgh, Pa.—Granted mod. CP to change type trans. and make changes in ant. system.

The following were granted extension of completion dates to period shown: WSKB McComb, Miss., to 5-1-48; KUIN Grants Pass, Ore., to 12-21-47; WSPA-FM Spartanburg, S. C., to 6-2-48; KBON-FM Omaha, Neb., to 2-6-48; WMBH-FM Joplin, Mo., to 2-11-48; WPIC-FM Sharon, Pa. to 6-15-48; KALE-FM Portland, Ore., to 3-18-48; KTSJ Topeka, Kan., to 3-20-48; WNLC-FM New London, Conn., to 3-16-48; WKST-FM New Castle, Pa., to 2-15-48; WSOY-FM Decatur, Ill., to 3-1-48; WDUL Duluth, to 6-16-48; KING-FM Seattle, to 1-1-48; WDTR Detroit, Mich. to 3-18-48; WIBG Philadelphia, to 12-31-47; KWFT-FM Wichita Falls, Tex., to 3-15-48; WABF New York, to 6-21-48.

WETB Johnson City, Tenn.—Granted license for new station 790 kc, 1 kw D and to change studio location.

KFH Wichita, Kan.—Granted mod. CP to extend completion date to 4-14-48.

WENE Endicott, N. Y.—Granted license for new station 1450 kc 250 w unl. and for change in studio location.

WHLB Virginia, Minn.—Granted license for changes in trans.

WKGN Knoxville, Tenn.—Granted license for new station 1340 kc 250 w unl.

WHFB Benton Harbor, Mich.—Granted license for new station and for change in studio location 1060 kc 1 kw D.

WLBC Muncie, Ind.—Granted license for changes in vertical ant. and mount FM ant. on AM tower and change studio location.

WBBO Forest City, N. C.—Granted license for new station 780 kc 1 kw D.

WHYU Newport News, Va.—Granted license for new station and for change in studio location, 1270 kc 1 kw D.

WKNS Kinston, N. C.—Granted license for new station and for change in studio location, 1000 kc 1 kw D.

WCRO Johnstown, Pa.—Granted license for new station 1230 kc 250 w unl.

WGL Ft. Wayne, Ind.—Granted license for change frequency, increase power, install new trans. and DA-DN use and change trans. and studio location.

WWSO Springfield, Ohio—Granted license for new station 1210 kc 250 w D.

WMNC Morgantown, N. C.—Granted license for new station 1490 kc 250 w unl.

WHRV Ann Arbor, Mich.—Granted license for new station 1600 kc 1 kw DA unl.

KEXO Grand Junction, Col.—Granted mod. CP to change type trans. and approval of ant. and trans. location.

WLBG Laurens, S. C.—Granted mod. CP to make changes in trans. equipment and approval of ant., trans. and studio locations.

WARC Rochester, N. Y.—Granted mod. CP to change type trans. and trans. equipment.

WWPG Palm Beach, Fla.—Granted CP install new vertical ant. and mount FM ant. on AM tower.

Following were granted extension of completion dates to period shown: KFSA-FM Ft. Smith, Ark., to 1-18-48; KTRN Wichita Falls, Tex., to 2-10-48; WMAW-FM Milwaukee, to 3-8-48; WTOC-FM Savannah, Ga., to 6-18-48; WHTN-FM Huntington, W. Va., to 4-21-48; KOMO-FM Seattle, Wash., to 3-16-48; WTVO Detroit, to 5-20-48; WTMJ-TV Milwaukee, to 5-23-48; WNBY Chicago, to 6-1-48; WPEN-TV Philadelphia, to 2-1-48; WPTZ Philadelphia, to 2-2-48; WLWD Dayton, Ohio, to 6-4-48; WWHB Indianapolis, to 6-10-48.

KOVY Catalina Bcstg. Co., area Tucson, Ariz.—Granted license for remote pickup station.

December 2 Applications . . .

ACCEPTED FOR FILING

Assignment of License

WEBJ Brewton, Ala.—Voluntary assignment of license from William E. Brooks to William E. Brooks and William E. Brooks Jr., partnership d/b as Brewton Bcstg. Co.

Modification of CP

WOOF Dothan, Ala.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant. and trans. location.

Assignment of License

KRDU Dinuba, Calif.—Voluntary assignment of license from Egon A. Hofer, David L. Hofer and John M. Banks, partners d/b as Radio Dinuba Co. to Radio Dinuba Co.

Modification of CP

KDSH Boise, Idaho—Mod. CP which authorized to increase power, install new trans., make changes in DA and specify studio location to change type trans.

WASK Lafayette Ind.—Mod. CP, as mod., which authorized install new vertical ant. and change trans. location to make changes in vertical ant. and mount FM ant. on top of AM tower.

WVJS Owensboro, Ky.—Mod. CP which authorized new standard station to change type trans.

License for CP

WVJS Owensboro, Ky.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KTRY Bastrop, La.—Mod. CP which authorized new standard station to change type trans. and for approval of ant. and trans. location.

WNKT Waltham, Mass.—Mod. CP which authorized new standard station to change type trans., for approval of ant. and trans. location and to specify studio location.

Exp. Booster

WKAL Rome, N. Y.—CP for experimental booster station at Utica, N. Y. 1450 kc 250 w unl.

License for CP

WJSW Altoona, Pa.—License to cover CP which authorized increase power, change frequency install new trans., change hours of operation, install DA-N, make changes in ground system, change trans. location and change studio location and authority to determine operating power by direct measurement of ant. power.

Assignment of CP

KCOR San Antonio, Tex.—Voluntary assignment of CP and license from Raoul A. Cortez to KCOR Inc.

FM—93.9 mc

Southern California Associated Newspapers, Los Angeles—CP new FM station on frequency to be assigned by chief engineer FCC and ERP 58.1 kw. AMENDED to change frequency to Channel 230, 93.9 mc and ERP from 58.1 to 56.4 kw.

TV—180-186 mc

The Jack Gross Bcstg. Co., San Diego, Calif.—CP new commercial television station on Channel 8, 180-186 mc, ERP vis and aur 29.2 kw.

TV—210-216 mc

Cherry & Webb Bcstg. Co., Providence, R. I.—CP new commercial television station on Channel 13, 210-216 mc with ERP vis 23.1 kw and aur 24.85 kw.

License for CP

Philco Television Bcstg. Corp. area between Philadelphia and New York—License to cover CP W10XQB which authorized frequency changes, etc. to request 1360-1380 and 1400-1420 mc.

APPLICATIONS DISMISSED

Modification of CP

WKBS West Hempstead, N. Y.—Mod. CP which authorized new standard station for approval of ant. and trans. location and specify studio location. DISMISSED at request of attorney.

License for 570 kc

WCPS Tarboro, N. C.—License to operate on 570 kc 1 kw D and authority to determine operating power by direct measurement of ant. power. DISMISSED at request of attorney.

TENDERED FOR FILING

Transfer of Control

WLLH WLLH-FM Lowell, Mass.—Consent to transfer of control of license of

(Continued on page 78)

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JOHN ELMER, *President*
GEORGE H. ROEDER
General Manager

Exclusive National Representatives
WEED & CO.
New York, Chicago, Boston, Detroit, Atlanta, Hollywood, San Francisco

FCC Actions

(Continued from page 77)

Applications Cont.:

AM and CP of FM to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased.

WMAS WMAS-FM Springfield, Mass.—Consent to transfer of control of license of AM and CP for FM to Ethel A. Moffat, testamentary executrix of estate of Albert S. Moffat, deceased.

AM—1320 kc

Charlotte Bcstg. Co., Charlotte, Mich.—CP new standard station 1320 kc 1 kw unl. DA.

AM—1490 kc

Gulf Coast Bcstg. Co., Galveston, Tex.—CP new standard station 1490 kc 250 w and unl.

Modification of CP

KLIF Oak Cliff, Tex.—Mod. CP to change frequency from 1190 to 1480 kc.

AM—690 kc

Northern Neck and Tidewater Bcstg. Co. Warsaw, Va.—CP new standard station 690 kc 250 w D.

December 3 Decisions . . .

BY THE COMMISSION

In Matter of Editorializing by Broadcast Licensees—Ordered on Commission's own motion that hearing previously set Jan. 12, 1948, be postponed to March 1, 1948. Interested parties should file by Dec. 31.

BY COMMISSION EN BANC

Set for Argument

Paris Bcstg. Co., Paris, Tenn.—Set for oral argument petition requesting that record be reopened in proceeding on its application for CP and application of Murray Bcstg. Co. Inc., Murray, Ky., to permit introduction of evidence on following issue which petitioner also requests to be added to issues previously designated for hearing: "To determine availability of frequencies (viz. 1260 kc, 1270 kc and 1470 kc) to serve Murray, Ky. and the extent to which D hours of operation would satisfy the radio needs of that community," and to permit petitioner to introduce evidence with respect to events which have transpired since final hearing date, etc.; to be consolidated with oral argument on petitioners exceptions to Commission's proposed decision; argument set 12-19-47.

December 3 Applications . . .

ACCEPTED FOR FILING

AM—900 kc

WSWN Belle Glade, Fla.—Mod. CP, as mod., which authorized new standard station to change type trans. and determine operating power by direct measurement of ant. power.

AM—1380 kc

WTSP St. Petersburg, Fla.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N and change trans. location for extension of completion date.

AM—1480 kc

WTHI Terre Haute, Ind.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1600 kc

KCRG Cedar Rapids, Iowa—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Transfer of Control

WMEX Boston, Mass. — Voluntary transfer of control of licensee corporation from John E. Reilly, Charles A. Coughlin, George Kaplan, Fred Randazzo, and Allen T. Dresser to Alfred J. Pote, William S. Pote, and Antoninette Iovanna. 178 sh. common stock—35.6%.

AM—1320 kc

Charlotte Bcstg. Co., Charlotte, Mich.—CP for new standard station, 1320 kc 1 kw DA unl.

AM—970 kc

WKNX Saginaw, Mich.—CP to change frequency from 1210 to 970 kc, change hours from D to unl., increase power from 1 kw D to 1 kw DN, install DA-N and change trans. location.

AM—1230 kc

KYLE Alamogordo, N. M.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—1420 kc

Maple City Bcstg. Corp., Hornell, N. Y.—CP for new standard station to be operated on 1420 kc, power of 500 w N 1 kw D DA-N unl.

AM—1540 kc

KDUR Durant, Okla.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

AM—620 kc

WKAQ San Juan, P. R.—Mod. CP, as mod., which authorized installation of DA-DN (DA-1) and change studio location for extension of completion date.

AM—1400 kc

KWLK Longview, Wash. — CP to change type trans.

FM—92.5 mc

Marmat Radio Co., Bakersfield, Calif.—CP for new FM station (Class B) to be operated on Channel 223, 92.5 mc, ERP of 4 kw.

Modification of CP

WFWM Marietta, Ga.—Mod. CP which authorized new FM station to specify type trans., change trans. site, change ERP to 15.2 kw; ant. height above average terrain to 508.25 feet and make changes in ant. system.

License for CP

KFXD-FM Nampa, Idaho—License to cover CP, as mod., which authorized new FM station.

Modification of CP

KCRK Cedar Rapids, Iowa—Mod. CP, as mod., which authorized new FM station to change type trans., ERP to 276 kw, make changes in ant. system and change commencement and completion dates.

WGYN New York, N. Y.—Mod. CP, as mod., which authorized new FM station for extension of completion date.

FM—92.7 mc

Wauk Bcstg. Co., Waukesha, Wis.—CP for new FM station (Class A) to be operated on Channel 224, 92.7 mc, ERP of 163 w and ant. height above average terrain to 209 ft. AMENDED to change ERP from 163 w to 189 w, make changes in ant. system.

License for CP

WIUC Urbana, Ill.—License to cover CP which authorized changes in noncommercial educational station.

License Rewenal

WASK Lafayette, Ind.—License renewal.

KBUN Bemidji, Minn.—Same.
KWAL Wallace, Idaho—Same.
WCJU Columbia, Miss.—Same.
WCVS Springfield, Mass.—Same.
WIBM Jackson, Mich.—Same.

TENDERED FOR FILING

Assignment of License

WNAB Bridgeport, Conn.—Consent to assignment of license to WATR Inc.

WATR Waterbury, Conn.—Consent to assignment of license to WATR Inc.

KWBW KWBW-FM Hutchinson, Kan.—Consent to assignment of license of AM and CP of FM to William Wyse and Bess Wyse d/b as Radio Station KWBW, due to death of Stanley Marsh.

December 4 Decisions . . .

BY COMMISSION EN BANC

Designated for Hearing

WHAS Inc. and WAVE Inc., Louisville, Ky.—Designated for hearing application of WHAS Inc. for mod. CP authorizing new TV station to change from Channel 9 to Channel 5, in consolidated proceeding with application of WAVE Inc. for new station on Channel 5.

New England Television Co. Inc., Fall River, and E. Anthony & Sons Inc., New Bedford, Mass.—Designated for consolidated hearing applications for new TV stations.

Louis G. Baltimore and Wyoming Valley Bcstg. Co., Wilkes-Barre, Pa.—Granted petition of Baltimore to reinstate application for new TV station and designated same for hearing in consolidated proceeding with Wyoming Valley Bcstg. Co. application.

CPs Authorized

Authorized CPs for one Class A and six Class B FM stations. Also issued CPs for 18 Class B FM outlets in lieu of previous cond. (See story this issue).

FM CPs Vacated

Knight Radio Corp., Detroit—Granted request to vacate CP for new Class B FM station and dismissed application.

News Press Pub. Co., Santa Barbara, Calif.—Same for Class A.

Philip Weiss Music Co., Rutland, Vt.—Same.

License Renewal

WRRP Ponce, P. R.—Granted renewal of license for period ending Nov. 1, 1950.

KSWO Lawton, Okla.—Same.

Petitions Granted

Jackson Bcstg. Co. and Hub City Bcstg. Co., Jackson, Tenn.—Adopted order granting petitions of Jackson Bcstg. Co. and Hub City Bcstg. Co., directed against decision of Commission adopted May 8, 1947, granting application of George Arthur Smith for new station 1490 kc 250 w unl. and denying Jackson Bcstg. Co. and Hub City applications, for rehearing, and ordered that decision in this proceeding be set aside and vacated and record reopened for further hearing at Jackson, Tenn., on Dec. 17, on following limited issues: (1) to determine duties of and limitations imposed upon position of Mayor of Jackson, Tenn., and extent of participation by George Arthur Smith in operation of standard station proposed in his application and (2) to determine upon basis of evidence taken with respect to issue (1) above and upon record heretofore compiled in this consolidated proceeding, which, if any, of applications in this proceeding should be granted.

License Renewal

KMED Medford, Ore.—Granted renewal of license for period ending Nov. 1, 1950 (Comr. Durr for hearing).

AM—740 kc

Harvey Radio Labs., Cambridge, Mass.—Granted CP new station 740 kc 250 w D; engineering cond.

AM—1050 kc

Melbourne, Bcstg. Corp., Melbourne, Fla.—Granted CP new station 1050 kc 250 w D.

AM—1450 kc

Interstate Bcstg. Corp., Breckenridge, Minn.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1340 kc

San Joaquin Bcstrs., Las Vegas, Nev.—Granted CP new station 1340 kc 250 w unl.; engineering cond.

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SALT LAKE CITY
UTAH'S NBC STATION

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FCC Box Score

FCC BOX SCORE of actions as of last Friday stands as follows: Standard stations—1,476 licensed, 485 construction permits, 256 applications in pending file, 386 applications in hearing; FM — 80 licensed, 253 conditional grants, 709 CPs (of which 272 are on air under special temporary authority), 63 applications pending, 58 applications in hearing; television —six licensed, 65 CPs (of which 11 are on air), 46 applications pending, of which 30 are in hearing.

AM—1450 kc

Lampasas Bcstg. Co., Lampasas, Tex.—Granted CP new station 1450 kc 250 w unl.; engineering cond.

AM—1340 kc

Shelley Radio Electric Co., Needles, Calif.—Granted CP new station 1340 kc 250 w unl.; engineering cond.

AM—1600 kc

The Chesapeake Bcstg. Corp., Havre de Grace, Md.—Granted CP new station 1600 kc 500 w D; engineering cond.

AM—1410 kc

Dalrad Assoc., Dalhart, Tex.—Granted CP new station 1410 kc 500 w D; engineering cond.

AM—990 kc

Landon Bcstg. Co., Denver, Colo.—Granted CP new station 990 kc 1 kw D; engineering cond.

AM—600 kc

KROD El Paso, Tex.—Granted CP for increase in power from 500 w-N 1 kw-LS to 5 kw, change trans. location, install new trans. and install DA-N, operating on 600 kc; engineering cond.

AM—710 kc

WHB Kansas City, Mo.—Granted mod. CP to increase D power from 5 kw to 10 kw, with different DA-D (no change in N operation with 5 kw), operating on 710 kc; engineering cond.

Petition Granted

KMAC San Antonio, Tex.—Adopted order granting petition requesting leave to amend application to mod. DA-D and granted said application for change from 1240 kc 250 w unl. to 630 kc 5 kw unl. DA-DN, subject to CAA approval.

Modification of CP

KVNW Grand Forks, N. D.—Granted mod. CP to change trans. site.

Modification of License

KRLN Canon City, Colo. — Granted mod. license to change time of operation from D to specified hours (7 a.m. to 7 p.m.)

SSA—1050 kc

WZIP Covington, Ky.—Denied request for SSA to operate from 6 a.m. to 6 p.m. or sunset, whichever is later, for license period (station operates on 1050 kc 250 w D).

Records Deleted

WBIX Rome, Ga.—Granted request to delete all records relating to authorizations granted for CP and license.

Hearing Designated

WDAE Tampa and W. A. Smith, Plant City, Fla.—Adopted order designating for hearing application of WDAE to change facilities from 1250 kw 5 kw unl. DA to 810 kc 10 kw, install new trans. and DA and change trans. site, and application of W. A. Smith for new station at Plant City, Fla. 840 kc 250 w D in consolidation with proceeding on applications of KGO, Denver Bcstg. Co., KCMO, WKAT, and WGY.

Benlee Bcstg. Co. and Mid-Island Radio Inc., Patchogue, N. Y.—Designated for consolidated hearing applications for new stations, each requesting 1580 kc 250 w D.

KWWL Waterloo and Mahaska Bcstg. Co., Oskaloosa, Iowa—Designated for consolidated hearing applications of KWWL for mod. CP to change from 1320 kc 1 kw D to 1330 kc 5 kw DA-DN unl. and Mahaska Bcstg. Co. for new station 1330 kc 500 w D.

Community Bcstg. Co., Corpus Christi, Tex.—Adopted order designating for hearing application for CP for new station 1400 kc 100 w unl. in consolidated proceeding with applications of Tri-County Bcstg. Co., Luling, Tex. and Weldon Lawson, Sequin, Tex.; made KONO San Antonio party to proceeding.

Proceedings Consolidated

Adopted order consolidating further proceedings in matter of promulgation of rules and regulations and standards of good engineering practice concerning D skywave trans. of standard stations (Docket 8333) and in matter of clear channel broadcasting in standard band (Docket 6741); ordered that all parties in Docket 8333 may file briefs by Jan. 5, 1948, and those parties who so file may participate in oral argument scheduled Jan. 19, 1948, in Docket 6741, in same manner and to same extent as previously provided for in case of parties in Docket 6741.

December 4 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KMYC Marysville, Calif.—Mod. CP which authorized changes in trans., install new vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

KSBW Salinas, Calif.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

WMAW Salinas, Calif.—Same.

KFXM San Bernardino, Calif.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change in trans. location, for extension of completion date.

License for CP

KGO San Francisco—License to cover CP, as mod., which authorized increase in power, install new trans. and DA-DN and change trans. location and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

KSAN San Francisco—CP to make changes in vertical ant. and mount television ant. on AM tower. Contingent upon application for TV station being granted.

Modification of CP

KSTN Stockton, Calif.—Mod. CP which authorized new standard station, for extension of commencement and completion dates.

WRGA Rome, Ga.—Mod. CP, as mod. which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

KEIO Pocatello, Ida.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN (DA-1) for extension of completion date.

KSAL Salinas, Kan.—Mod. CP which authorized increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

WVLK Versailles, Ky.—Mod. CP which authorized new standard station to change type trans.

WKBZ Muskegon, Mich.—Mod. CP, as mod., which authorized change frequency, increase power, install DA-DN, install new trans., change trans. location and mount FM ant. on AM tower, for extension of completion date.

WEVE Eveleth, Minn.—Mod. CP, as mod., which authorized new standard station, to change type vertical ant. and change type trans.

WOLF Syracuse, N. Y.—Mod. CP, as mod., which authorized install new vertical ant. and changes in ground system, for extension of completion date.

WFRB Utica, N. Y.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—920 kc

WBBB Burlington—Authority to determine operating power by direct measurement of ant. power.

Modification of CP

WSSB Durham, N. C.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

KGCU Mandan, N. D.—Mod. CP which authorized increase power, install new trans. and DA-N, for extension of completion date.

KOME Tulsa, Okla.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of commencement and completion dates.

WMFR High Point, N. C.—Mod. CP which authorized to make changes in vertical ant. and install FM ant., for extension of completion date.

WICA Ashtabula, Ohio—Mod. CP, as mod., which authorized increase power, change hours, install new trans. and DA-DN, for extension of completion date.

AM—1480 kc

WHBC Canton, Ohio—CP install old main trans. for aux. purposes with 1 kw DA-N.

Modification of CP

WHKC Columbus, Ohio—Mod. CP which authorized increase in power, install new trans. and changes in DA-N, for extension of completion date.

AM—1240 kc

WHIZ Zanesville, Ohio—CP install new vertical ant. and mount FM ant. on top of AM tower.

Modification of CP

KWIL Albany, Ore.—Mod. CP which authorized changes in vertical ant. and mount FM ant. on top of AM tower, for extension of completion date.

Modification of License

KBPS Portland, Ore.—Mod. license to change hours of operation from 10:30 a.m. to 6:30 p.m. (PST) Mon. through Fri. each week to 10 a.m. to 10 p.m. (PST) Mon. through Fri. each week.

Modification of CP

WKST New Castle, Pa.—Mod. CP, as mod., which authorized changes in vertical ant. and to mount FM ant. on AM tower, for extension of completion date.

WEMB San Juan, P. R.—Mod. CP, as mod., which authorized new standard station to change frequency from 1320 to 1190 kc, increase 5 kw to 10 kw and install DA-N.

KTAN Sherman, Tex.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1240 kc

WCHV Charlottesville, Va.—CP make changes in vertical ant. and change trans. and studio locations.

(Continued on page 80)

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FCC Actions

(*Continued from page 79*)

Applications Cont.:

License for CP

WOAY Oak Hill, W. Va.—License to cover CP which authorized increase power, install new trans. and authority to determine operating power by direct measurement of ant. power.

License Renewal

Applications for renewal of standard station license filed by: KFIZ KGIW WAGO WFUN WGNC WHIT WILK WMAS WMIQ WWDC.

TENDERED FOR FILING

Modification of CP

KWAK Stuttgart, Ark.—Mod. CP to change frequency from 1240 to 1230 kc, using 250 w unl.

Assignment of CP

WMIE Miami, Fla.—Consent to assignment of CP to Sun Coast Bcstg. Corp.

AM—1060 kc

WIBV Belleville, Ill.—CP increase 250 w to 1 kw D and install new trans.

Modification of CP

KJAY Topeka, Kan.—Mod. CP to change power from 1 kw-N 5 kw-D to 5 kw-DN using DA-DN on 1440 kc.

AM—1350 kc

WADC Tallmadge, Ohio—CP install FM ant. on east tower of DA.

AM—1600 kc

Julian Louis Liehman, Kittanning, Pa.—CP new standard station 1600 kc 1 kw D.

AM—1540 kc

Voice of Little Rhody, Newport, R. I.—CP new standard station 1540 kc 1 kw D.

AM—1070 kc

Easley Broadcast Co., Easley, S. C.—CP new standard station 1070 kc 1 kw D.

Modification of CP

KURV Edinburg, Tex.—Mod. CP to change hours from D to unl., power from 250 w-D to 1 kw-DN, install new trans. and DA-N and FM ant. on north tower.

Feature of Week

(*Continued from page 10*)

additional equipment, WMAR-TV also has a station wagon rigged to meet specific needs of the three film crews.

The station fed WCBS-TV New York and WFIL-TV Philadelphia the AP international newsreel of Princess Elizabeth's wedding procession. WMAR-TV also presented to its viewers the entire Navy-Notre Dame football game, condensed to 30 minutes of continuous action, by eliminating time-outs and intermissions.

The same sort of presentation was given the Army-Navy game, using official Navy films.

WMAR-TV, which often handles two and sometimes three remote pickups a day, has included in its special programs the Marine Corps' birthday party at Fort McHenry (where the "Star Spangled Banner" was written), induction of the new president of Loyola College, beginning of Rededication Week in Baltimore. Scheduled are pickups from Baltimore's Sesquicentennial exhibition beginning Dec. 8, sessions of Baltimore's City Council, Mummers' Parade in Philadelphia Jan. 1 (in cooperation with WFIL-TV), several special events in Washington (in cooperation with WMAL-TV), and community Christmas celebrations.

FCC Correction

IN REPORT of broadcast actions dated Dec. 1, item referring to WILS, Lansing Bcstg. Co., should have shown application of WILS is for change in facilities from 1430 kc 500 w D to 1320 kc 1 kw unl.

Hearings Before FCC . . .

DECEMBER 8

Further Hearing

In Matter of Allocation of Frequencies to Various Classes of Non-Governmental Services (General Mobile) in Radio Spectrum from 10 kc to 30,000 mc. Further hearing at Dept. of Commerce Auditorium.

DECEMBER 8-9

AM—Hearing

Ashbacker Radio Corp., Manistee, Mich.—CP 1340 kc 250 w unl.

Manistee Radio Corp., Manistee, Mich.—Same.

To be held in County Court House, Manistee, 10 a.m.

AM—Hearing

Coastal Bcstg. Co., Lakeland, Fla.—CP 1230 kc 250 w unl.

WSIR Winter Haven, Fla.—Same.

To be held in City Hall, Lakeland, Dec. 8; Court Room, City Hall, Winter Haven, Dec. 9, 10 a.m.

DECEMBER 9

Further Hearing

United Bcstg. Corp., Pittsburgh—CP 1470 kc 5 kw-D 1 kw-N DA-1 unl.

Intervenor: WHBC Canton, Ohio; parties respondent: WSAN Allentown, Pa., KPLC Lake Charles, La., KRIC Beaumont, Tex.

DECEMBER 10

AM—Hearing

Woodward Bcstg. Co., Detroit—CP 840 kc 5 kw D DA.

Intervenor: WHAS Louisville, Ky.

AM—Hearing

Charles Wilbur Lamar Jr., Morgan City, La.—CP 980 kc 250 w unl.

Further Hearing

Logansport Bcstg. Corp., Logansport, Ind.—CP 1230 kc 250 w unl.

Party respondent: WJOB Hammond, Ind.

DECEMBER 10-12

AM—Hearing

Grand Haven Bcstg. Co., Grand Haven, Mich.—CP 1490 kc 250 w unl.

N-K Bcstg. Co., Muskegon, Mich.—Same.

Western Michigan Radio Corp., Muskegon, Mich.—Same.

To be held at Grand Haven, Dec. 10; Muskegon, City Hall, Dec. 11-12.

DECEMBER 11

AM—Hearing

Home News Pub. Co., New Brunswick, N. J.—CP 1160 kc 250 w D.

Capitol Bcstg. Co., Trenton, N. J.—CP 1260 kc 1 kw unl.

WSWZ Inc., Trenton, N. J.—CP 1260 kc 5 kw unl. DA-1.

Morristown Bcstg. Co., Morristown, N. J.—CP 1250 kc 500 w D.

Intervenors: WCAU Philadelphia, WNDR Syracuse, N. Y., WNAC Boston; parties respondent: WOV New York, WHBI Newark, N. J.

PRESIDENTIAL CITATION for wartime contributions as a high officer in civilian defense was awarded Tuesday to Richard P. Doherty, (center), NAB director of employe - employer relations. Mr. Doherty served as chairman of the East Coast War Services Conferences during the war and as deputy director of Massachusetts Committee of Public Safety. Presentation was made by Gen. U. S. Grant 3rd (l), wartime liaison between the War Dept. and the internal security organization. Participating in ceremony was Sen. Leverett Saltonstall (R-Mass.), wartime Governor of the state.

AM—Hearing

WAAT Newark, N. J.—CP 970 kc 5 kw DA.

Intervenor: WELI New Haven, Conn.; party respondent: WEBR Buffalo, N. Y.

Further Hearing

WDZ Decatur, Ill.—CP 1050 kc 1 kw D.

To be held in Post Office Bldg., Tuscola, 10 a.m.

AM—Hearing

Fort Bend County Bcstg. Co., Rosenberg, Tex.—CP 980 kc 250 w D.

To be held in Chamber of Commerce Room, City Hall, Rosenberg, 10 a.m.

DECEMBER 11-12

AM—Hearing

Mrs. Agnes Jane Reeves Greer, Dover, Ohio—CP 1450 kc 250 w unl.

The Massillon Bcstg. Co., Massillon, Ohio—Same.

Intervenor: Lake Erie Bcstg. Co.; parties respondent: WFMJ Youngstown, Ohio, WJPA Washington, Pa., WHBC Canton, Ohio.

To be held in City Hall, Dover, Dec. 11; assembly room, Public Library, Massillon, Dec. 12, 10 a.m.

DECEMBER 12-13

AM—Hearing

The St. Andrew Bcstg. Co., Panama City, Fla.—CP 1400 kc 250 w unl.

Bay County Bcstg. Co., Panama City, Fla.—Same.

To be held in court room, City Hall, Panama City, 10 a.m.

Capehart Requests

(Continued from page 15)

speech of Oct. 27, Commissioner Jones strongly supported the work of the FBI and said most of the reports Mr. Durr referred to were turned in by the FBI at the request of FCC Chairman Denny in 1946; and that Mr. Durr's statements were "misleading," and "taken out of context."

For the first time, Commissioner Durr in his statement gave examples of the kind of information he objected to receiving from the FBI. He again stated his belief that the FBI should not pass on to the Commission information which does not carry the weight of evidence, but which may serve to influence the decision on specific cases before the Commission.

The feud, reminiscent of interagency squabbles in the New Deal days, was brought to the surface when Columnist Marquis Childs, in his syndicated column Nov. 18, commented upon the Oct. 26 speech by Commissioner Durr attacking the FBI for the kind of reports it was furnishing the FCC upon individuals connected with radio.

Letter to Walker

This public comment prompted the FBI director to send a letter to Commissioner Walker, dated Nov. 21, in which he stated that the FBI, in transmitting these reports, ". . . has not at any time attempted in any manner or degree to influence FCC decisions. The material which has been transmitted to the Commission was sent solely for the purpose of affording the Commission information which came to the Bureau from various sources, which information, it was believed, might be of interest to the official activities of the Commission." [BROADCASTING, Dec. 1].

At the same time, Mr. Hoover informed Commissioner Walker that the FBI would stop sending reports to FCC, stating that, "In light of the statements made by Mr. Durr and since these statements have not been repudiated by other members of the FCC, I must assume that the material which the FBI has been furnishing the Commission is not desired by the Commission."

It was then that the FCC met to draft the above reply, dated December 1, a reply which evidently was satisfactory assurance to Mr. Hoover that FCC as a whole was not critical of the FBI reports, and in fact, wished to receive regular reports concerning persons connected with radio.

The underlying legal issues were treated by Comr. Durr and Comr. Jones in their statements of position on the issue. Mr. Durr contended it is "wholly improper for the Commission to base its decisions on 'information' not contained in the record, and it is wholly improper for anyone to attempt to influence it to make its decisions other than on the basis of the record." Mr. Durr also contends that the Supreme Court of the United States has said that "the social, economic, or political views of an individual are not relevant to his qualifications as a broadcast licensee.

Jones Questions Stand

Commissioner Jones, in his statement of position, attacked his colleague's contention that these reports are not relevant to the judgment of the FCC in granting broadcast licenses, and declared that in a letter dated November 27, 1946, the then-Chairman, Mr. Denny, had requested information from the FBI on a designated group of persons who were applying for a license. That letter asked for "the affiliations" of the officers, stockholders and directors of this group. Most of the information cited by Comr. Durr concerned this group, Mr. Jones said.

He agreed with Mr. Durr only in that any such information on applicants should be a part of the official record, but contended it is the responsibility of the Commission whenever it receives information relevant to a matter pending before the Commission "to request the submitting agency to furnish additional data so that the Commission can arrange to have the material produced at a Commission hearing by a qualified witness under oath."

In his statement of December 1, Mr. Durr made public specific examples of the kind of information he objected to receiving from the FBI. A part of his statement follows:

". . . it is of little help to the Commission to be informed that an applicant was, in 1944, at the height of the war, reported by an unidentified source as being in contact with another unidentified individual 'who was suspected of possible pro-Russian activity'; or that the applicant was reported by an unidentified informant to have been a visitor in the residence of another individual who was reported by another unidentified source to have been identified by still another unidentified source with Communistic activities; or that it has been reported by an unidentified source that several members of the board of directors of an organization with which an applicant is connected have been reported by another unidentified source as being associated with the Communist movement; or that 'according to an unknown outside source' the name of the applicant 'appears' as a member of a committee of an organization of artists and professional people which was active in the support of the Democratic presidential nominee in the 1944 presidential elections; or that another unidentified source has described such organization as 'a Communist infiltrated and/or influenced organization'; or that one of our national associations of lawyers has been referred to by another unidentified source as being under Communist influence; or that an unidentified 'reliable source' has provided a reprint of an article written by the applicant and originally carried in the New Republic, which article is 'reported to be an indictment of anti-labor broadcasts, including news commentators and sponsors of such programs'; or that a local Democratic committee has been reported by an unidentified informant 'to be under the influence of the Communist element'; or that according to a newspaper account of a political speech delivered by a vice-presidential candidate, Bricker, in the 1944 presidential campaign, the speaker charged that the Democratic Party had become the 'Hillman-Browder Communistic party' and that the applicant had left his job with the government to support the campaign of President Roosevelt, the founder of this 'Communistic party'; or that the applicant has been reported by an unidentified source to have been a member of the committee to greet the late president of a labor union; or that an applicant spoke at a testimonial dinner for the retiring president of a lawyer's organization; or that the applicant spoke on a forum on American-Russian Cultural Exchange sponsored by Phi Beta Kappa."

Each of these examples was discussed in Commissioner Jones' statement:

"I have personally reviewed some of the so-called unsolicited information which the Federal Bureau of Investigation has from time to time submitted to the Commission . . . most certainly such information seems relevant to the official responsibilities of the Commission. From some of the material I have examined, I am not entirely satisfied that the commission was not negligent in failing to request the FBI to furnish supporting or supplemental data and appropriate information as to possible sources from which this information might be obtained through competent witnesses and incorporated in the official records of the hearings in the cases to which the information may be relevant.

"No one at any time has brought to my attention any situation in which the FBI in submitting such material to the Commission endeavored in any manner to influence the Commission's decisions. The Bureau has invariably transmitted this information to the Commission for the Commission's consideration, evaluation, and such action as the Commission itself desires to take or not to take upon each item of information. . . . if the Bureau attempted to evaluate this information . . . it would be subject to deserved criticism."

As for the detailed charges contained in Mr. Durr's statement, Commissioner Jones maintained that his fellow Commissioner's statement was compounded of "selected phraseology," was taken "out of context of the material and

(Continued on page 82)

Find the advertiser who got fast returns on a limited budget. He's the boy who was smart enough to sign up quick like everything on Rochester's new live-wire, up-and-at-em' station—WVET

WVET

BASIC MUTUAL STATION
ROCHESTER, NEW YORK
5000 WATTS 1280 K. C.
NATIONALLY REPRESENTED BY WEED AND CO.

FM STATION
W---CAPITAL OLD DOMINION
NOW OPERATING
18½ HOURS DAILY
47,000 WATTS AUTHORIZED POWER

In this Major Market
USE **WMBG**
REPRESENTED BY JOHN BLAIR & CO.
5000 WATTS

The Swing is to WHB in Kansas City

WHB
Kansas City

• MUTUAL NETWORK
COMING! • FULL TIME
• 5000 WATTS
• 710 KILOCYCLES

Capehart Requests

(*Continued from page 81*)

the form in which it was submitted," and was in some instances "misleading."

Comr. Jones said the material submitted by the FBI was in one case "of such a grave nature" that the Commission should make efforts to determine, "at this time," whether some of this material can be put into competent evidentiary form. "If so the Commission might consider reopening the record for the production of such evidence."

Summing up his general opinions on a specific case, Mr. Jones declared: "In my view, the FBI's entrance into this matter was solely cooperative, secondary, and at the Commission's request. Further, it is not the responsibility of competing applicants to establish that their opponents are disqualified by reason of subversion and other factors, despite the fact that one party is often eliminated from a license by such evidence introduced by an opposing applicant."

He stated further:

"I do not feel that the Commission can live a completely cloistered existence apart from and above the level of operation of other Government agencies as Commissioner Durr suggests. To me, the Commission is an administrative agency of the Federal government and, like all other agencies of the government, is charged with the responsibility of participating in a program of preserving our Constitutional republic. I think consequently, as I indicated initially, that the Commission should not only accept material from all Government departments which may pertain to its official activities, but that it should welcome and even solicit such material."

Commissioner Durr's views on the same subject are as follows:

"I have no basis for questioning in any way the efficiency or dependability of FBI investigations of kidnapping, Mann Act Violations, or other violations of Federal laws. Nor do I question the excellence of the job done by the FBI in the protection of our industrial plants and communications centers against physical sabotage during the war. The reports to which I have referred, however, do not contain any suggestion that the individuals therein descibed have violated any federal laws, nor is there any indication that the information submitted was the by-product of an investigation of illegal activities."

Although the exchange between the two Commissioners, and between the FBI and the FCC, has ended, Senator Capehart's statement Thursday was forewarning that Commissioner Durr's seat on the FCC might be an uneasy one, and that the possibility of a full scale investigation of the FCC was in the offing.

STATEMENT BY SENATOR HOMER E. CAPEHART

"The country must be shocked, as I am, by the brazen effort of Clifford J. Durr, a member of the Federal Communications Commission, to sabotage the Federal Bureau of Investigation in its lawful duty and responsibility to uncover Communists and other disloyal persons.

"The sequence of events so far developed publicly follows:

"The F.C.C. on November 27, 1946, through its then acting chairman, Charles R. Denny (he resigned on October 9, 1947), asked the F.B.I., for any information it might find regarding the affiliations of certain applicants for a radio broadcasting permit.

"In compliance with that request, the F.B.I., over the signature of its director, J. Edgar Hoover, transmitted to the F.C.C. by special messenger, information that had been gathered.

"The F.B.I. did not vouch for the accuracy or truthfulness of its information, but did consider the leads of sufficient importance to pass along to the F.C.C., for its evaluation and inquiry as a guide in considering the qualifications of the applicants. We are told that the information raised questions on the loyalty of the applicants.

"First partial public disclosure of the matter came in an address by Mr. Durr, in Chicago, on October 26, in which he described the information received by the F.C.C. from the F.B.I. as 'baseless gossip.'

"Then Mr. Hoover asserted the right and responsibility of the F.B.I. to pass along the information to the F.C.C., and when no action was taken by the F.C.C. to repudiate Mr. Durr's charges, Mr. Hoover said that he would stop forwarding information it believed to be of interest to the F.C.C. in carrying out its duties.

"Whereupon the F.C.C. majority by resolution asserted its confidence in the F.B.I., and requested that there be no discontinuance of its cooperation with the F.C.C.

"Mr. Durr issued a statement reiterating his attack upon the F.B.I. reports, and saying the Commission should not pass upon applications on the basis of gossip or hearsay evidence. Of course, we do not want decisions to be made upon gossip or hearsay evidence.

"But I do charge that Mr. Durr was derelict in his duty in NOT making efforts to see that the 'tips' or 'leads' furnished by the F.B.I., were thoroughly explored.

"There are many angles to this smelly case that remain to be cleared up if the confidence of the people in the Federal Communications Commission is not to be seriously impaired.

"We are told that the reports made by the F.B.I. were not shown to all of the F.C.C. members at the time of their submission and that only recently did some members learn that these reports had been made.

"Who suppressed them?

"Why were they suppressed?

"Why were they channeled through one Commissioner?

"At great expense to our people in taxes and through high prices for necessities of life, our Government is advancing billions of dollars to make other countries wholesome against the aggression of Communism.

"And yet the evidence unfolds daily that in our own Government household Communists and their New Deal fellow-travellers are being harbored in key positions where they can sabotage our nation's policies.

"To fight communism abroad while permitting it to flourish at home is sheer nonsense. When one sees Communists operating on a thousand fronts, it is not surprising that they would like to control radio broadcasting stations.

"The right to operate a radio station can be obtained only by permit granted by the Federal Communications Commission, acting under law.

"Confidence of the people that the Federal Communications Commission is vigilant against nefarious maneuvers of Communists to capture radio stations, has been shaken by the so-called Durr affair.

"Therefore, I believe that Congress having the responsibility to see that its laws are scrupulously enforced, should make a thorough investigation of the Durr affair. An appropriate committee of the Congress should question all members of the Federal Communications Commission, Director J. Edgar Hoover of the Federal Bureau of Investigation, and any other persons who may be able to give pertinent testimony."

CBC RECOMMENDS CFRB POWER BOOST TO 50 kw

CFRB TORONTO is being recommended for an increase of power from 10 kw to 50 kw by the board of governors of CBC following its meeting at Ottawa Nov. 27-29.

Decision makes CFRB the first independently-owned Canadian station which can go to 50 kw. Increase was recommended by CBC board to the Department of Transport and Reconstruction Minister C. D. Howe "to maintain the extent of coverage of CFRB as near as possible to its present coverage at a power of 10 kw on 860 kc. The total coverage at 50 kw on 1010 kc would not be greater than at present." CFRB is moving from its present 860 kc clear channel to make way for CBC station CJBC which will move from 5 kw on 1010 kc to 50 kw next year.

Increase follows recommendation of this past summer's Parliamentary Radio Committee that Canadian stations be allowed power increases up to limits of Havana Treaty. Until recently, independently-owned stations were limited to 5 kw, except for the few stations which had more than that before CBC came into being 11 years ago.

NEW 250-w station on 1450 kc has been licensed at Guelph, Ont., with Wally Slatter, RCAF veteran, and son of Jack Slatter, Radio Representatives Ltd., as licensee.

UNESCO Votes $360,000 For Radio and Press Unit

A $7,682,637 "program for peace" in 1948 was approved last week by UNESCO before the organization, in a splurge of oratory, ended its month-long second general conference in Mexico City.

The largest single allocation, $944,797, was earmarked for the UNESCO mass communications section. Of this amount, $360,000 will be used to establish a press, radio and film "production unit" which will try to "sell" UNESCO to the public.

FMA Convention

(*Continued from page 19*)

difficulty in knowing what station they are tuning unless they hear a call letter announcement.

FMA is expected to suggest to RMA's committee members that present demand justifies greatly enlarged FM set production in 1948. Production this year by RMA members may exceed 1,200,000 FM sets, about half the output predicted a year ago. With most set makers having overcome high-frequency engineering problems, vastly increased production is now believed possible.

FMA contends that RMA's figures include only a fraction of the output of FM tuners for present AM sets, with some manufacturers loath to divulge figures for fear of revelation to competitors.

Applications of 123 new FMA members were approved by the Executive Committee, bringing the association's total to 236 members.

Budget matters for 1947 and 1948 were discussed, with expansion in the FMA operation planned early next year. The current budget is $50,000.

The committee decided not to accept an invitation from Irvin G. McCann, general counsel of the House Education and Labor Committee, to testify regarding proposed labor legislation, preferring to be represented at the hearings by NAB. The committee felt that NAB as the overall industry organization is better equipped to handle legislative matters.

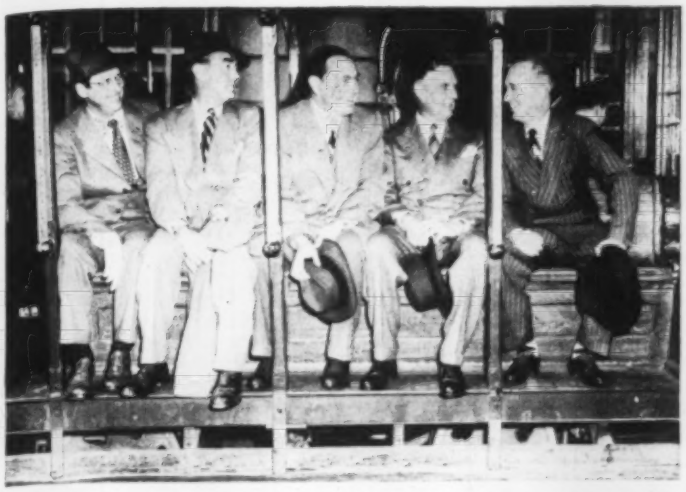
Attending the committee meetings were Messrs. Dillard, Strouse, Jansky, McNulty, Marks and Bailey; E. Z. Jones, WBBB-FM, Burlington, N. C.; David G. Taft, WCTS Cincinnati.

Radio Stations in
OKLAHOMA
We thought you'd be with us "sooner" than this

Broadcasters in forty two states now subscribe to BSB, assuring them of up to date service on all past, present, and future FCC RULES & AMENDMENTS. We'd love to make Oklahoma, the great "Sooner" state, number 43. How about it, Oklahoma? Annual service, including two heavy binders, $60.

Broadcast Service Bureau
1426 K ST., N. W.
NA. 7808
Washington 5, D. C.

When It's **BMI** *It's Yours*
Another BMI "Pin Up" Hit—Published by Campbell-Porgie
LET'S BE SWEETHEARTS AGAIN
On Transcriptions: ASSOCIATED—Mindy Carson; LANG-WORTH—Lenny Herman; NBC THESAURUS—Novatime Trio.
On Records: Margaret Whiting—Cap. 15010; Victor Lombardo—Maj. 7269; Bill Johnson—Vic. 20-2591; Guy Lombardo-Monica Lewis—Dec.*; Blue Barron—MGM*; Shep Fields—Musicraft 525; Billy Leach—Merc.*
*Soon to be released
BMI
BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y



NOB HILL-BOUND on San Francisco's famed cable car was this contingent of ABC and KGO executives when the former group arrived in the Bay City Nov. 30 for ceremonies marking the opening of KGO's new 50-kw transmitter the following morning [BROADCASTING, Dec. 1]. They were (l to r): Bloyce Wright, KGO program manager; Don Searle, vice president and general manager of ABC's western division; Charles C. Barry, network vice president in charge of programs; Edward J. Noble, chairman of the board of ABC; and Gayle V. Grubb, KGO general manager.

Freedom of Speech

(*Continued from page 17*)

generally; hence, that advertising comes within the meaning of the legislative language in just as full and real a sense as anything else which can be broadcast by a radio transmitter. Let me be perfectly clear. I make this statement without the slightest reservation or purpose of equivocation."

He regretted that some persons with low emotional boiling points, incapable of objective reason, would abolish all advertising if irritated, and reminded that the personal likes, dislikes, preferences and prejudices of a few "may be very decisive in countries which enjoy totalitarian forms of government.

Advertising's Role

"Advertising serves the needs, the convenience, the advantage, the profit of a larger majority of the whole people than does any other single thing which is broadcast," Judge Miller said. He then proceeded to warn of what is happening through governmental action and of the need for voluntary setting of standards.

Turning to the FCC Blue Book, he said it assumes "no advertising is in the public interest, but is tolerated merely because it provides the money upon which broadcasting exists; all sponsored programs are 100% advertising, hence not in the public interest and should be minimized as much as possible; all sustaining programs are 100% in the public interest, hence should be substituted so far as possible for sponsored programs; too many programs are commercially sponsored —hence broadcasters are making too much money; hence the government must limit the amount of advertising, by threatening to deny renewal of licenses."

FCC's recent Lemon Book now warns that broadcasting is a business to keep out of, he said, though previously FCC had urged "all and sundry, including veterans" to apply for licenses. He then referred to FCC's abuse of discretion in telling the public that broadcasters generally "were making inordinately large profits."

At this point he pointed to the Blue Book's technique in depicting the commercial side of broadcasting (see separate story).

Code Picture to Date

In reviewing events to date in NAB's code-adopting procedure, Judge Miller said it is consistent with by-law authorization, unhurried, fully democratic and reflects "a sincere and honest desire to prepare and adopt a just, fair and equitable set of standards which will command the respect, and secure the observance, of the broadcasters."

He recalled the Atlass-Breen questionnaire sent to stations last month in advance of the NAB board meeting, inferring the survey was biased and leading because it asked, in substance, "whether they wished to have NAB enforce standards of practice upon them."

"Naturally, a considerable proportion of non-NAB members would not wish to have NAB force anything upon them," he said. "As a matter of fact NAB has not yet suggested enforcement in any form. So far, no more has been considered than voluntary acquiescence. Obviously there will not be even acquiescence if there is not, first, understanding and approval of the standards. What methods of securing observance may be possible, within the law, is something yet to be determined. What methods of securing observance may be acceptable to the broadcasters and to their representatives on the board of directors has not even been considered."

He indicated that the "heat and hysteria" of the last few months have produced more interest among broadcasters concerning their powers and duties than they have ever known before.

Going into specific standards, he said none are in final, approved form. All are subject to suggestions from broadcasters, he said. Based on these suggestions, including those from the field and board members, he said:

"There probably will be little change in those sections which deal with religion, race, creed, color, profanity and obscenity, marriage and the home, insobriety, narcotic addiction, physical and mental afflictions, crime and mystery programs, children's programs. There probably will be some changes in those sections dealing with simulation of news, litigation, professional advice, sports events, news broadcasts, political broadcasts, public controversial issues and religious programs.

"There may be substantial changes in Section 3 on commercial policies, particularly with regard to 'Business Not Acceptable,' 'Time Limitations on Commercials' and 'Contests.' It is probable that there will be considerable elimination of overlapping provisions, with resulting condensation and shortening of the whole. There will probably be a preamble or creed which will precede and introduce the present proposals. There probably will be some substitution of affirmative language for negative, prohibitory language which now appears in the present draft."

Programming Phases

Most generally accepted, Judge Miller said, are sections dealing with qualitative factors of programming. Most discussion has concerned time limitations, he explained, a point at which interests of advertisers and broadcasters are most apt to clash. He promised a "great deal of discussion" will take place before final agreement.

Though broadcasters realize that advertisers will not use the medium if standards are too severe, he said they insist the code clearly state that they alone are responsible for character and content of programs and will not give up that power or delegate it to NAB or anybody else.

Active members of NAB are the authors, the promulgators and will be the observers of the code, Judge Miller said. All segments of the membership are being

(*Continued on page 84*)

WMPS
MEMPHIS
68 On Your Radio
YOU CAN HEAR THE DIFFERENCE
10,000 W DAY TIME
5,000 W NIGHT TIME
REPRESENTED BY
TAYLOR • HOWE • SNOWDEN
Radio Sales

FIRST... WHERE THERE'S MOST!
WJDX
NBC AFFILIATE IN Jackson MISSISSIPPI
Sales tax reports show that Mississippians are spending over eight times as much this year as in 1933. For record returns—include this State in '48!
5000 - DAY
1000 - NIGHT
18 YEARS' LEADERSHIP
Represented Nationally by the George P. Hollingbery Co.

WAGE PROBE TO HEAR BROADCAST PROBLEMS

NAB will appear before the Wage & Hour Administration Jan. 7 in connection with hearings designed to decide what exemptions should be made from overtime provisions of the Fair Labor Standards Act.

Richard P. Doherty, NAB Director of Employe-Employer Relations, requested the hearing on the ground that operation of the law fails to take into consideration practical operating problems of the broadcasting industry.

Mr. Doherty will review special needs of the industry in connection with overtime and describe inequities.

Freedom of Speech

(*Continued from page 83*)

heard, he reminded, and they will have to live under the code, "not the newspaper columnists, or the trade journalists."

He suggested NAB may join with ANA and AAAA in a study of commercials from a qualitative standpoint, to avoid irritating techniques. He hoped associate members, including networks, equipment manufacturers, transcription companies, station representatives and others will be "reasonably well satisfied" with the final code though they could not join in its preparation and adoption "as they might have wished."

WWOD

Lynchburg's First Regional Station

WWOD covers the rich Central Section of Virginia. The Heart of this prosperous area includes Lynchburg, noted educational and industrial center, and Campbell County whose effective buying power in 1946 exceeded $77,000,000. This figure is well above the national average. Write us or ask The Walker Company.

Affiliated with MUTUAL

1000 WATTS • 1390 KC

JACK WELDON, Manager

Owned and Operated by

OLD DOMINION BROADCASTING COMPANY

LYNCHBURG, VIRGINIA

NATIONAL REPRESENTATIVE THE WALKER COMPANY

Editorializing Hearing

(*Continued from page 17*)

After all, labor does the creating. Why, in the name of justice shouldn't they have a voice."

A. R. Whitford of Santa Barbara, Calif.: "We want the People's side heard over the air, not reactionary talk only. We oppose the NAB."

W. G. Wysor, general manager of Southern States Cooperative, submitted copies of correspondence with Mutual relating to alleged "attacks" by Fulton Lewis jr., and the *New Republic* sent in copies of articles discussing the Mayflower policy.

From an unlisted source came a copy of *In Fact*, edited by George Seldes, which contained an article headed: "Radio Nets Sell Out to Hucksters; Survey Lists 7 Reactionaries on 1,724 Outlets, 31 Million Victims."

Saul Carson, *New Republic* radio writer, said he would oppose any weakening of the Mayflower policy and urged that it be strengthened if possible.

Chicago Federation of Labor's WCFL Chicago said it would have witnesses to discuss: "Promoting the cause of organized labor (AFL) through radio editorializing."

Not to Participate

Those who have notified FCC that they would participate, but did not indicate what position they would take, include NAB, ABC, CBS, Yankee Network, Nathan Straus of WMCA New York, Robert T. Mason of WMRN Marion (Ohio), Morris Novik, public service radio consultant, and American Civil Liberties Union.

Individuals to whom FCC meanwhile sent letters outlining the issues of the editorializing hearing and asking them to participate, were listed as follows in FCC records:

Charles A. Beard; Robert Carr, executive secretary, President's Committee on Civil Rights; Zechariah Chafee Jr., Harvard U. law professor and vice chairman of the Commission on Freedom of the Press (CFP); John M. Clark, Columbia U. economics professor; Edwin L. Corwin, Princeton U. professor of political science; John Crosby, New York Herald Tribune radio writer; Robert E. Cushman, Cornell U. professor of government; George V. Denny Jr., president, Town Hall; John Dickinson, U. of Pennsylvania law professor and member of CFP.

Morris Ernst and Lloyd Garrison, attorneys; Jack Gould, New York Times radio writer; Frank Graham, president, U. of North Carolina; Arthur Garfield Hayes, attorney; William E. Hocking, Harvard U. professor of philosophy (emeritus) and member of CFP; Robert M. Hutchins, president of U. of Chicago and of CFP; Eric Johnston, president, Motion Picture Assn. of America; Sidney Kaye; Robert LaFollette Jr.; Harold D. Lasswell, Yale U. law professor and member of CFP; Paul F. Lazarsfeld, author of "The People Look at Radio"; Robert D. Leigh, executive director of CFP; Archibald MacLeish, member of CFP; Charles E. Merriam, U. of Chicago professor of political science (emeritus) and member of CFP;

Jerome Michael, Columbia U. law professor; Reinhold Niebuhr, Union Theological Seminary professor of ethics and philosophy of religion, and member of CFP; Robert Redfield, U. of Chicago professor of anthropology and member of CFP; Beardsley Ruml, Federal Reserve Board, Bank of New York, and member of CFP; Arthur M. Schlesinger, Harvard history professor and member of CFP; Charles A. Siepman, author of "Radio's Second Chance"; Harlow Shapley, Harvard astronomy professor; George N. Shuster, president, Hunter College, and member of CFP; John W. Studebaker, director of Office of Education, Federal Security Administration; Arthur Vanderbilt, dean of New York U. Law School and former president of American Bar Assn.; Burton K. Wheeler; Charles E. Wilson, president of General Electric and President's Committee on Civil Rights.

Organizations to which the letters were sent were listed as:

Advertising Federation of America; American Assn. of Advertising Agencies; American Assn. of University Women; American Bar Assn. (Standing Committee on Communications); American Civil Liberties Union; American Council of Christian Churches; American Council on Education; Americans for Democratic Action; American Farm Bureau Federation; American Federation of Labor; American Federation of Radio Artists; American Jewish Committee; American Jewish Congress; American Legion; American Newspaper Publishers Assn.; American Veterans Committee; American Veterans of World War II; Assn. of Radio News Analysts; Assn. for Education by Radio; Congress for Industrial Organization; Cooperative League of America; FCC Bar Assn.; Federal Council of Churches of Christ in America; FM Assn.; General Federation of Women's Clubs; Institute for Education by Radio; League of Women Voters; National Assn. for Advancement of Colored People; NAB; National Assn. of Educational Broadcasters; National Assn. of Farm Cooperatives; NAM;

National Assn. of Radio News Directors; National Catholic Welfare Conference; National Committee to Uphold Constitutional Government; National Conference of Christians and Jews; National Education Assn.; National Farmers Union; National Federation of Business and Professional Women; National Grange; National Lawyers Guild; National Urban League of America; Progressive Citizens of America; Radio Correspondents Assn.; Railway Labor Executives Assn.; Television Broadcasters Assn.; U. S. Chamber of Commerce; Veterans of Foreign Wars; YMCA-YWCA.

Plan for Area Listening Indexes Given by Hooper

A PLAN for publishing area "Station Listening Indexes" comparable with his present city "Station Listening Indexes" was presented last Tuesday by C. E. Hooper, president of the audience measurement firm, to station officials at Des Moines.

Mr. Hooper would not publicly divulge details of the plan, explaining that these must await a future meeting of his station audience measurement advisory council.

CHARLES GAINES, 55, DIES AT HOME IN N. Y.

CHARLES GAINES, 55, executive producer of the Frederic W. Ziv Co. and veteran radioman, died last Wednesday night at his Park Ave. apartment, New York. Mr. Gaines suffered a heart attack.

He joined the Ziv Co. early in 1944 after serving for several years as head of programs and production of World Broadcasting System. Mr. Gaines had produced, in his career, such programs as *Manhattan Merry-Go-Round*, *The Album of Familiar Music*, and *Singing Sam*. He was onetime supervisor of production for Blackett, Sample & Hummert, having left in 1931 to join World Broadcasting. He was a representative of transcription companies on the Industry Music Committee.

He is survived by his wife, Mrs. Blanche Friedman Gaines, and a daughter, Doris, an employe of Benton & Bowles, New York.

FCC Authorizes Secretary To Act on Applications

TO EASE the workload of FCC members and speed action, the Commission last week delegated to its secretary authority to act upon applications for approval of involuntary transfers of control of radio stations and certain *pro forma* voluntary license transfers [CLOSED CIRCUIT, Nov. 24].

Upon securing approval of the Accounting and Law Depts., therefore, the FCC secretary henceforth may act upon (1) "broadcast service applications which fall within the provisions of Sec. 1.323" of the Rules (applications for involuntary assignment or transfer of control, such as a transfer from a deceased licensee to the administrator of his estate), and (2) "broadcast service applications for consent to assignments of licenses from individuals to corporations owned and controlled by such individuals, or from corporations to the individual stockholders controlling such corporations, provided there are no substantial changes in the interests of the respective assignors."

FOR MORE LISTENERS PER DOLLAR

IN NEW ENGLAND'S 3rd LARGEST CITY

it's

WNEB

WORCESTER MASSACHUSETTS

Represented By

Adam J. Young Jr., Inc. *and* Kettell-Carter

Milwaukee's Video Outlet Goes on Air

Gala Opening Last Wednesday Marks WTMJ-TV Start

WEDNESDAY, Dec. 3, was "T-Day" in Milwaukee as the Journal Co.'s long-awaited $400,000 station, WTMJ-TV, made its debut with a three-hour telecast featuring local talent and addresses by city and state dignitaries.

Eight programs were offered on the initial day to substantiate Executive Vice President and General Manager Walter J. Damm's statement: "Every preparation has been made in advance to insure the best possible television operation."

Production of the entire evening's entertainment, estimated to have cost close to $2,000, was directed by Jim Robertson, who demonstrated the months of study and preparation that went into the station's premiere.

At a dinner given by The Journal Co. and its official family, Frank E. Mullen, executive vice president of NBC, congratulated Mr. Damm for the pioneering spirit of WTMJ and said every effort was being taken to add Milwaukee to NBC's projected nation-wide television network. By means of specially-prepared 16 mm film Niles Trammell, NBC president, also congratulated the *Milwaukee Journal* station for its foresight in planning many years ago for WTMJ-TV's initial broadcast.

300 TV Sets Arrived

Mr. Damm said that more than 300 television sets had arrived in Milwaukee in time for the broadcast and he estimated WTMJ-TV's first audience was in excess of 10,000 since many sets were placed in show-windows of local sponsors.

Milwaukee advertisers who won the distinction of being first to sponsor television in the city were Socony-Vacuum Oil Co. Inc., Schuster Dept. Store, A. Gettelman Brewing Co., Gimbels, The Boston Store, Taylor Electric Co. and Constant Hosiery.

Russ Winnie, assistant to Mr. Damm, said all local sporting events had been sold and that WTMJ-TV's daily schedule already has a heavy listing of local and national sponsors.

SERIES OF TELEVISION shorts called *Life of the Party* to be produced for Yankee Doodle Root Beer is discussed by (l to r) Klaus Landsberg, director of KTLA Hollywood; LeRoy Prinz, director, Warner Brothers studio, who will produce and direct series, and George Gale, account executive of Grant Advertising Inc., which is handling Yankee Doodle account. Mr. Prinz is one of first big-name movie directors to become identified with television. Distribution of the video shorts will be expanded nationally as the distribution of Yankee Doodle's product expands, agency reports.

WBT Charlotte Files with FCC For License to Operate Video

APPLICATION for television was filed last week with FCC by the Jefferson Standard Broadcasting Co., owner and operator of WBT and WBT-FM Charlotte, N. C. J. M. Bryan, president of company, declares present plans call for an estimated coverage of 2,000,000 persons in North and South Carolina.

No definite date has been set for opening of TV in Charlotte, but station officials are hopeful for a late 1948 debut. AT&T engineers, however, have estimated 1950 as the date for operation of the coaxial cable from Washington, D. C., to Charlotte. The cable has been installed, but difficulties in obtaining certain equipment are slowing work necessary to put cable in operation.

Charles Crutchfield, general manager of WBT and WBT-FM, declared last week that if other broadcasters in the South and in the Carolinas will apply for TV licenses at the earliest possible date, ways and means of speeding the debut could be found.

WBT plans to locate its TV transmitter equipment on Spencer Mountain, the present site of WBT-FM interim broadcast operations. Plans for the completed FM transmitter house include facilities for both FM and video, with the tower supporting television sight and sound turnstiles as well as FM antenna.

In filing, Channel 3 in the 60-66 megacycle band was applied for, to be used for both sight and audible transmission. The power for visual transmission will be 5000 w, and for sound 3000 w.

Jefferson Standard Broadcasting Co.'s executives include: Ralph C. Price, chairman of the board, president of Jefferson Standard Life Insurance Co.; J. M. Bryan, president, first vice president of the insurance firm; Charles H. Crutchfield, vice president; and E. J. DeGray, secretary and treasurer. The Board approved an overall installation cost of $500,000 for television. This estimate includes costs of new studios, lights, monitoring equipment, cameras, a mobile unit with telescopic lens cameras, transmission and sound equipment which will be linked to transmitter facilities through high frequency radio beam.

Mrs. Grace Carr Geddes

MRS. GRACE CARR GEDDES, 34, died Wednesday in Emergency Hospital, Washington, after an illness of several months. She was the widow of Gail G. Geddes, fatally injured last June in an automobile accident at Doylestown, Pa. Mr. Geddes was a son of Bond Geddes, executive vice president of Radio Manufacturers Assn., and had been an executive of National Assn. of Manufacturers. Two children survive.

SITE FOR KGO VIDEO AND FM IS PURCHASED

PURCHASE of a six-acre tract on top of Mt. Sutro, San Francisco, for KGO television and FM was announced in that city Dec. 2 by Edward J. Noble, chairman of the board of ABC. Cost was in excess of $100,000. Mr. Noble, in San Francisco for KGO's switch-over to 50 kw, said work on project would begin immediately and that ABC will be on the air with television in that area within a year.

Site was selected by Kear & Kennedy, consulting engineers of Washington, D. C. Tract is 903 feet above sea level and a 350-foot tower will be erected so that KGO's FM and television antenna, to be placed on the same tower, will be 1,253 feet high. KGO-FM is operating temporarily from an East Oakland site.

The purchase includes the 15-room palatial home of Adolph Sutro of San Francisco. Both transmitters will be housed in the mansion.

Upcoming

Dec. 8: General Mobile Hearing, FCC Hdqrs., Washington.
Dec. 12-14: Assn. of Women Broadcasters, First District 9, regional conference, Hotel Sherman, Chicago.
Dec. 29-30: AMA mid-winter meeting, DePaul U. and Sheraton Hotel, Chicago.
Jan. 12-16: NRDGA Annual Convention, Hotel Pennsylvania, N. Y.
Jan. 19-20: Georgia Assn. of Broadcasters, winter meeting, Hotel Sheraton Bon Air, Augusta.
Jan. 19: Skywave and Clear Channel Hearing, Washington, D. C.

Havana Agreement

(*Continued from page 19*)

pating nations agreed on topics listed on the agenda, long hours and days of debate and haggling at the Canadian NARBA were avoided. Thus many matters of an engineering nature were decided, in effect, by engineering experts without the compromising and jockeying entailed in treaty negotiations.

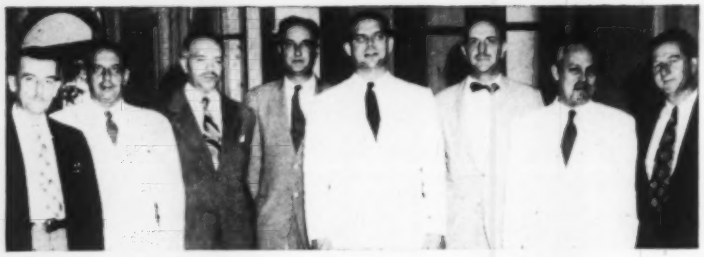
Brought out into the open were the demands that each country will make at the NARBA meeting, with the engineering reasons behind these proposals. Engineering representatives of the countries tossed these proposals back and forth. Where agreement could not be reached, progress was made in understanding each others' desires.

The A and B committees submitted reports to the main conference, most of which were adopted with minor changes. Committee B made no recommendations, merely reporting the views of each country. Committee A chairman was Donald R. MacQuivey, vice chairman, Telecommunications Division, U. S. Dept. of State. Committee B chairman was Guillermo Morales, of the Cuban Ministry of Communications.

New definitions were adopted for standard broadcast stations and channels. They follow:

The term Standard Broadcast Station means a station authorized for radiotelephone emission on a standard broadcast channel primarily intended for reception by the general public.

The term Standard Broadcast Channel means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies.



DELEGATES representing many nations were guests at luncheon given by Goar Mestre, president of CMQ Havana, during NARBA Engineering Conference at Havana. Guests included (l to r): J. W. Bain, chairman, Canadian delegation; Dr. Nicolas G. Mendoza, chairman of Cuban delegation and chairman of conference; Lazaro Barajas, chairman, Mexican delegation; J. C Buchannon, XEB Mexico City, adviser; Mr. Mestre; Royal V. Howard, NAB; Angel Cambo, CMQ; George E. Sterling, FCC chief engineer, chairman of American delegation.

The new definition covering assignment of carrier frequencies serves to prevent interchannel assignments, such as 605 kc midway between 600 and 610 kc, for example. The definition follows:

The carrier frequencies assigned to standard broadcast stations shall begin at 540 kc per second and be in successive steps of 10 kc per second to and including 1600 kc per second. No intermediate frequency shall be assigned as the carrier frequency or any broadcast station.

In working out procedure to reduce interference among North American nations, the conference revised definitions covering band width of emissions and spurious radiation. No specific definition was adopted for "objectionable interference" since it depends on the degree of protection to be accorded each class of station.

Factors to Be Considered

Factors to be considered include protection to which classes of stations get from emissions on the same or other channels, as well as from spurious, harmonic or parasitic emissions.

This general definition of "power" was recommended for adoption:

The power of a standard broadcast station is the unmodulated radio frequency power expressed in watts or kilowats supplied to the antenna system.

Efforts to take up FM were deferred to the final week of the conference after matters on the agenda had been settled. This definition was adopted on "standard band modulation":

The standard form of modulation is amplitude modulation with an unsuppressed carrier of constant amplitude yielding two symmetrical sidebands.

In clearing up the problem of skywave signals, more specific language was adopted on the time at which sunset occurs. The new definition follows:

By a 10% or 50% skywave field intensity is meant that level of field intensity exceeded by the hourly medium field intensity in some specified interval of calendar time for 10% or 50% of the nights of that calendar interval. The hours of the night to which the hourly median refers is the hour centered on the instant of time two hours after the latest sunset on the transmission path.

It was decided that the operating frequency of each broadcast station shall be maintained to within 20 cycles per second of the assigned frequency and shall not vary perceptibly over short periods of time.

Of high importance was the statement on elimination of spurious radiation, considered the first step in bringing about practical cooperation among the nations to solve the serious interference problem. The statement specifies that "in the event objectionable interference results from spurious radiations, the countries concerned shall cooperate by taking whatever steps are necessary to eliminate such interference."

Agreement was not reached on antenna performance. The United States and Canada want higher values in view of measurements made since 1937 but Cuba and Mexico contend their antennas are not as efficient and oppose such requirements. The U. S. distributed an exhibit, "Antennas, Radiation at One Mile for 1 kw." Views of the countries are included in the Havana report.

On power determination, a definition was adopted conforming generally to U. S. practice. It follows:

Determination of Power: The power of a station shall be determined by taking the product of the square of the current at the point of input to the antenna system and the total resistance at that point.

Measurements Provision

In determining objectional interference, the conference agreed to retain a provision including use of actual measurements. It was agreed to adopt Canada's proposal for use of propagation curves without decision at this time as to what specific curves would be used. Later, under Committee B, it was agreed to use the 20 U. S. curves, which range from 540 to 1600 kc. Present NARBA mileage separation tables were opposed for the new NARBA. The U. S. submitted its additional curves taking into account varying heights of E-Layer. Further study of the problem of objectional interference was favored.

Submission of more detailed engineering data in notifications of station assignments was also approved. The conference agreed to continue the 20:1 co-channel ratio on signal intensity at borders. Submission of calculations of ground wave conductivity throughout the North American region was recommended. All countries but Mexico are currently working on this project.

Committee B approved an increase in the number of channels from 106 to 107, as a result of the decision by the Atlantic City conference to add 540 kc to the broadcast band. Use of 540 kc was left up to the Canadian NARBA meeting. Canada now uses it as 1A. Both Mexico and Canada favored use of 540 kc as a Clear 1A channel.

Cuba's suggestion that the term "national" channel be substituted for "clear channel" was not adopted.

'National' Channel Defined

A "national" channel, under this proposal, would be one on which the dominant station or stations give service over wide areas, with groundwave as well as part of the skywave service interference-free within borders or coasts of country in which station is located. Minimum power of Class I station would be 10 kw and when maximum exceeds 50 kw, it could not radiate toward any other country using the same channel with any kind of station. The signal could not exceed the equivalent to a 50 kw station with an antenna efficiency of 225 mv/m per 1 kw radiated. They proposed to drop the IA and IB categories, making all Class I. It was felt the idea was to break down all clear channels internationally, with Cuba getting many 1B stations.

Mexico asked that it have 590, 630, 950 and 980 kc as clear channels, offering to give up 1220 and 1570 kc in exchange for 630 and 980 kc. This proposal led to heated debate, U. S. and Canada describing complex engineering problems involved since some 1800 U. S. stations would be affected, especially 284 regionals of which 200 have costly directional antenna problems. The proposal was viewed as extremely drastic, with extensive reallocations and expenditure of millions of dollars involved. Cuba

WE'RE RARIN' TO GO!!

. . Soon after Dec. 15 our new modern WMGW will be on the air . . . and believe me we can hardly wait to offer the advertiser this rich Crawford County market. Crawford County is the leading dairy producing county in the State of Pennsylvania, and Meadville, our headquarters, is the County Seat of Crawford. You might be interested to know that retail sales in Meadville alone were well over $26,000,000 in 1946. . . A 20% increase for 1947 would place the total sales for the current year at $32,000,000. You can't go wrong in a market like this.

WMGW

Studio & Offices
FIRST NAT'L BANK BLDG.
MEADVILLE, PENNA.

Victor C. Diehm. . .Gen. Mgr.

WESTERN COLORADOS' PIONEER STATION

KFXJ

Serving the
NUMBER 1 MARKET
at
GRAND JUNCTION

21 years of "Know How"

too pointed out that she was using these channels and would not consider giving them up.

When the Mexican point of view was ruled outside the scope of the conference agenda by Committee 3 Chairman Morales of Cuba as an allocation matter for NARBA action, Mexico withdrew them in a huff but was persuaded to remain to hear the rest of the U. S. technical data on skywave propagation and vertical angles of radiation, latitude effects and U. S. proposal to eliminate the 1800-mile and 2800-mile rule in the present treaty.

Mexico also wanted to clear all clear channels to the Canadian border so it could broadcast to Mexican residents and subjects in the U. S. It asked elimination of the 650-mile border rule for location of Class II stations on 1A channels, with suggestion made that a separate agreement might be reached by the U. S. and Mexico.

U. S. Contention

The U. S. contends the 650-mile rule has sound technical basis because of the failure of skywaves and directional antennas to conform precisely to predictions. Cuba was quite definite in stating it will never accept the 650-mile rule in the new NARBA treaty.

All countries favored substitution of the Class III type of regional for IIIA and IIIB.

Inkling of a U. S. desire to retain the right of increasing maximum power to 1000 kw or even higher was given by James E. Barr, chief of the FCC Standard Broadcast Division, in the discussion of interfering signals under the 650-mile rule.

Mr. Barr said the U. S. feels that once a priority of use has been established, the country should have the opportunity to make the best use of that facility. This may involve the use of powers as high as 750-1000 kw or perhaps higher, he added, the U. S. feeling there should be some cushion or leeway in the calculation of skywave signals. He reminded that the FCC is still collecting evidence on high power.

Mexico deduced that in view of the U. S. explanation that the skywave calculations are not accurate and therefore the 650-mile rule on interference is more political than technical. Cuba said the 650-mile rule discriminates against that country. All countries but Mexico agreed on the 50% root-sum-square rule on interfering signals. Mexico agreed to give the problem further study.

Mexico asked skywave protection for Class IV stations at or near borders. It wants maximum signal for each country at the border to be 100 uv/m.

The U. S. submitted regulations on adjacent channel interference but others did not accept the 20 and 30 kc separation as used here pending further study. Canada, Cuba and Mexico agreed in principle with U. S. proposals on the 1:1 ratio of desired to undesired signal proposed by the U. S. for stations with 10 kc separation. They felt, however, that Canada's ratio of 1:20 for desired to undesired signal for stations with 20 kc separation was more realistic than the U. S. 1:30 in view of the age of receiving sets generally in use in those countries.

Delegation Members

Members of the U. S. delegation, chairmanned by George E. Sterling, FCC chief engineer, were:

Government delegates—Mr. Sterling; Donald R. MacQuivey, vice chairman, Telecommunications Division, Dept. of State; James E. Barr, chief, Standard Broadcast Division, FCC; George Gadea, FCC; Raymond L. Harrell, telecommunications attache, American Embassy, Havana; Joseph M. Kittner, Legal Division, FCC; Neal N. McNaughten, chief, Standard Allocation Section, FCC; Edgar F. Vandivere, Technical Information Division, FCC.

Industry Advisers—Raymond F. Guy, NBC; Royal V. Howard, NAB Director of Engineering; Earl M. Johnson, MBS; Jack DeWitt, George T. Leydorf, Clear Channel Broadcasting Service; James D. Parker, CBS; John G. Preston, ABC; Andrew D. Ring, consultant; George E. Adair, consultant; J. W. Wright, CBS.

Canadian Delegation—J. W. Bain, Dept. of Transport, chairman; W. G. Richardson, CBC; Harry Dawson, CAB.

Cuban Delegation—Nicholas G. Mendoza, Director of Radio, chairman; Mario Torres Menier, Jose J. Sentmanat, Alvonso Herandez Cata, Guillermo Morales, Armando E. Villalon, Julio Benito de la Rosa, Mariano Durland Nieto, all from Ministry of Communications; Raul Karman; Ventura Montes; Ramon L. Bonachea, Carlos Estrada. Antonio de los Santos, industry observer.

Dominican Republic—Hector Inchaustegui, charge d'affaires, Dominican Legation, Havana.

Taiti—Eric Timmer, charge d'affaires, Haitian Legation, Havana, observer.

Mexico—Lazaro Barajas, Minister of Communications and Public Works.

Newfoundland—H. J. Clarke, assistant secretary, Posts & Telegraphs; W. F. Galay, Newfoundland Broadcasting Corp.

WPIK

730 KC 1,000 (D)

Alexandria, Virginia

announces with pleasure

the appointment of

THE FRIEDENBERG AGENCY, Inc.

as

Exclusive National Representatives

HENRY Z. UNGAR

Commercial Manager

HUE DEPENDS ON VIEW

Judge Miller Illustrates How Blue Book Defines Commercial Blocks

See story Miller Address, page 17

"THOSE black pages" in the FCC Blue Book really aren't so black if they are broken down in a factual manner, NAB President Justin Miller told the joint luncheon Dec. 3 of the Radio Executives Club and New York Advertising Club.

Judge Miller showed an enlarged reproduction of the Sunday evening network and non-network commercial and sustaining programs of CBS basic affiliates (April 23, 1944, 6-11 p.m.) as portrayed on page 25 of the Blue Book. The chart is almost solid black, dominated by network commercial time.

Using blank network and station symbols, Judge Miller showed the same chart with only one-sixth of each commercial block in black representing the actual time consumed by commercial messages.

"During the time represented by that white space, the listener is being entertained, informed, or diverted, in some way, to his liking," Judge Miller said. "Why, then, should we allow the Commission—or anyone else—to go unchallenged when they seek to leave the impression that radio is 'too commercial' or that the great mass of sponsored programs are any less desirable than those which are called 'sustaining.'

"Obviously, there is need for aggressive, affirmative action upon the part of broadcasters, and their friends, to give real facts to the people concerning advertising in general, and broadcast advertising in particular."

Approval of WSYR Sale Is Requested

Publisher S. I. Newhouse, New Owner, Announces Plans

APPLICATION for FCC approval of the purchase of WSYR Syracuse, one of the Wilder stations, by Publisher S. I. Newhouse for $1,200,000 cash [BROADCASTING, Nov. 10] was filed with the Commission last week.

The station, a 5-kw basic NBC outlet on 570 kc is owned by Central New York Broadcasting Co. Col. Harry C. Wilder is president and owns 37.2%. His father, Mark S., owns 32.5%; Mrs. Harry Wilder owns 12.3% and the remaining interests are held by some 12 other stockholders, largely employes of the station.

Mr. Newhouse is purchasing the station in the name of Radio Projects Inc., which is wholly owned by himself and members of his immediate family. He is controlling owner and active manager of the *Herald-Journal*, *Herald-American* and *Post-Standard*, all in Syracuse, and also of the *Long Island Daily Press*, Jamaica, N. Y.; *Long Island Star-Journal*, Long Island City, N. Y.; *Staten Island Advance*, Staten Island, N. Y., and the *Newark Star-Ledger*, Newark, N. J.

Staff to Be Retained

WSYR-FM, as well as the standard station, is involved in the transfer, but the other Wilder stations, WTRY Troy and WELI New Haven, are not affected. The Newhouse interests have an FM construction permit for Syracuse but will relinquish it upon approval of the purchase of WSYR and WSYR-FM. Colonel Wilder will continue as general manager of WSYR, a post he has held since 1932, and the station's present staff will continue unchanged, Mr. Newhouse reported.

Radio Projects Inc. revealed plans to expand WSYR-FM programs, particularly in the field of school programming, and to put into effect an increase in FM broadcast hours immediately upon actual acquisition of the station. The new company also plans to enter the television field in the near future, to develop facsimile broadcasting, and to work closely with General Electric Co.'s Electronics Park in Syracuse and with Syracuse U.

The Washington law firm of Dow, Lohnes & Albertson represented Central New York Broadcasting Corp., while Segal, Smith & Hennessey, also of New York, represented Radio Projects Inc.

Denial of WGKV

(*Continued from page 20*)

Price stressed that all matters for some time have been handled by consultation with Washington counsel, and that Messrs. Custer and Venable have been actively participating in station management and have instructed that all matters relating to the filing of reports with the Commission must be cleared with the Washington counsel. It was also pointed out that the petition first showing Mr. Price's interest was filed upon advice of Washington counsel, after Mr. Vodery's services were discontinued.

It appeared likely that WGKV would take the case to court, if necessary. First step will be the filing of exceptions, followed by oral argument before the Commission. Dempsey & Koplovitz, Washington attorneys, represent the station.

Porter Advice Cited

In the WCHS case FCC said that in the fall of 1938 Mr. Kennedy asked the late George Porter, then assistant general counsel of the Commission, whether it was necessary to report options for the purchase of stock in stations. Mr. Porter told him it was not, the decision said.

Then, FCC continued, Mr. Kennedy approached W. A. Carroll, then owner of the WGKV permittee company, and offered to construct the station, paying all costs, in return for 49% of the stock and an option to purchase an additional 11% for $2,500. But it was agreed, FCC said, that Mr. Kennedy would not have the stock in his name, dispose of it, or exercise any control over the station until he had satisfied all debts incurred in building the station.

When he was in position to do this, in late 1940, according to FCC's findings, Mr. Kennedy was advised by the then-chairman of the Commission that FCC probably would not approve his acquisition of another local station. FCC said Mr. Kennedy then sold his 49% interest and 11% option to A. H. Crawford, took an option from Mr. Carroll on the remaining 40% and sold it, in 1942, to Mr. Kramer, who also acquired the 11% option held by Mr. Crawford.

FCC's decision asserted:

Although the interests involved should have been reported by the applicant to the Commission, we are unable to find that the failure to report in this case was intentional and designed to conceal the facts from the Commission. We must find, rather, on the evidence before us, that the applicant acted in good faith. . . . We are unable to conclude that Kennedy exercised any control over the affairs of Station WGKV, or otherwise acted in a manner inconsistent with the status which he described in his testimony.

. . . Under these circumstances, we cannot conclude that a failure to observe the Commission's requirements resulting from misunderstanding reflects so adversely upon the applicant's qualifications to be a licensee as to require a denial of its application for renewal.

Mr. Kennedy and his wife control WCHS, have a minority interest (48%) in WSAZ Huntington, and formerly controlled WBLK Clarksburg and WPAR Parkersburg, W. Va. The WCHS licensee, Charleston Broadcasting Co., of which Mr. Kennedy is president, has purchased control of the *San Diego Journal* and its KSDJ from Clinton D. McKinnon for approximately $500,000, subject to FCC approval of the radio transfer [BROADCASTING, Oct. 13].

Worth Kramer, involved in the WGKV hearing, is an applicant for a new station at Tampa, Fla. A hearing has been held on the application but no decision has been announced.

KTUL
TULSA
John Esau
Vice President & General Manager
Avery-Knodel, INC.
RADIO STATION REPRESENTATIVE

Washington, D. C., Office Of Gates Radio Opened

FORMAL opening of the Washington office of the Gates Radio Co., Quincy, Ill., was held Dec. 3 with over 250 radio executives attending the cocktail party presided over by P. S. Gates, owner, and Owen McReynolds, Washington district manager.

The new office is located in the Warner Building, 13th and E Sts., N.W., phone number is Metropolitan 0522. The former New York office has been consolidated with the Washington office, and Mr. McReynolds will handle the eastern territory from Canada to Florida.

Mr. Gates, whose company is celebrating its 25th anniversary this year, introduced the new S A speech input equipment to the radio contingent at the party.

KIEV Glendale Dec. 6 turned station over to high school and college students of community as step in familiarization with radio station operations. Students worked alongside of fulltime staff members learning details of each job.

7 FM Authorizations Granted; Three Permittees Return CPs

CONSTRUCTION PERMITS for seven new FM stations were issued by FCC last week, while three permittees, including Knight Newspapers' Knight Radio Corp. of Detroit *(Detroit Free Press)*, turned in their FM authorizations.

Eighteen construction permits meanwhile were issued by the Commission "in lieu of previous conditions."

Knight Radio, which previously had filed and later withdrawn FM applications for Akron and Chicago, told FCC that it had planned to erect its Detroit FM tower atop the *Free Press* building but found that it would be necessary to reinforce the building. In view of the costs involved, the company said it decided to give up the FM grant, which was for Class B Channel 238 (95.5 mc).

KTMS Santa Barbara, Calif., turned in its permit for Class A Channel 252 (98.3 mc) without assigning any reason. WSYB Rutland, Vt., explaining that it felt pioneer radio work is costly and that its projected FM venture would be economically unsound, gave up its authorization for Class A Channel 252 (98.3 mc).

The following received construction permits (power is effective radiated power; antenna height is height above average terrain):

Mattatuck Bcstg. Co., Waterbury, Conn. (WWCO)—Class B; 105.3 mc (Channel 287); 20 kw; 500 ft.

KLZ-FM: KLZ Bcstg. Co., Denver, Col. —Class B; 94.1 mc (Channel 231); 5.3 kw; 300 ft.

WLOF-FM: Hazlewood Inc., Orlando, Fla.—Class B; 100.3 mc (Channel 262); 65 kw; 370 ft.

WTNS-FM: Coshocton Bcstg. Co., Coshocton, Ohio—Class A; 103.1 mc (Channel 276); 600 w; 315 ft.

KSKY-FM: Sky Bcstg. Service, Dallas, Tex.—Class B; 106.9 mc (Channel 295); 41 kw; 340 ft.

KTBC-FM: Claudia T. Johnson, Austin, Tex.—Class B; 92.3 mc (Channel 222); 17 kw; 390 ft.

WVOW: Central Bcstg. Co., Wausau, Wis.—Class B; 104.7 mc (Channel 284); 32 kw; 830 ft.

The following were authorized construction permits in lieu of previous conditions:

KSDO: Union-Tribune Pub. Co., San Diego, Calif.—Class B; 96.5 mc (Channel 243); 48 kw; 825 ft.

WMAL-FM: Evening Star Bcstg. Co., Washington, D. C.—Class B; 107.3 mc (Channel 297); 20 kw; 475 ft.

WMBR-FM: Fla. Bcstg. Co., Jacksonville, Fla. Class B; 96.1 mc (Channel 241); 47 kw; 230 ft.

WCOA-FM: Pensacola Bcstg. Co., Pensacola, Fla.—Class B; 98.9 mc (Channel 255); 7.5 kw; 320 ft.

WSAV-FM: WSAV Inc., Savannah, Ga. —Class B; 100.3 mc (Channel 262); 15.5 kw; 370 ft.

WFBM-FM: WFBM Inc., Indianapolis, Ind.—Class B; 97.9 mc (Channel 250); 35 kw; 405 ft.

KIOA-FM: Independent Bcstg. Co., Des Moines, Ia.—Class B; 98.5 mc (Channel 253); 40 kw; 370 ft.

WBON: Bowling Green Bcstg. Co., Bowling Green, Ky.—Class B; 101.1 mc (Channel 266); 8.4 kw; 280 ft.

WLAW-FM: Hildreth & Rogers Co., Lawrence, Mass.—Class B; 93.7 mc (Channel 229); 20 kw; 430 ft.

WFMR: E. Anthony & Sons, New Bedford, Mass. — Class B; 98.1 mc (Channel 251); 19 kw; 510 ft.

WMIN-FM: WMIN Bcstg. Co., St. Paul, Minn.—Class B; 99.5 mc (Channel 258); 90 kw; 360 ft.

KSTP-FM: KSTP Inc., St. Paul, Minn. —Class B; 102.1 mc (Channel 271); 57 kw; 560 ft.

KMBC-FM: Midland Bcstg. Co., Kansas City, Mo.—Class B; 100.5 mc (Channel 263); 470 kw; 570 ft.

WQXQ: Interstate Bcstg. Co., New York City—Class B; 96.3 mc (Channel 242); 11 kw; 630 ft.

WHKB: United Bcstg. Co., Columbus, Ohio—Class B; 98.7 mc (Channel 254); 15 kw; 560 ft.

WQAN-FM: Scranton Times, Scranton, Pa.—Class B; 92.3 mc (Channel 222); 1.8 kw; 1200 ft.

KFDA-FM: Amarillo Bcstg. Corp., Amarillo, Tex.—Class B; 100.3 mc (Channel 262); 3.3 kw; 420 ft.

WLRU: Larus & Bro. Co., Norfolk, Va.—Class B; 102.5 mc (Channel 273); 7 kw; 250 ft.

Awards Announced By Schools, Colleges

LEADING NETWORK shows won recognition today when the American Schools and Colleges Assn. announced recipients of its second annual radio awards.

This year's winners include: Audience participation, *Truth or Consequences;* children's, *Juvenile Jury* and *Land of the Lost;* dramatic shows, *Theatre Guild of the Air* and *Quiet Please;* educational drama, *CBS Was There* and *Exploring the Unknown;* educational service, *Invitation to Learning* and *Author Meets the Critics;* forum, *Meet the Press* and *American Forum of the Air;* music, NBC Symphony and Metropolitan Opera; mystery drama, *David Harding, Counterspy;* quiz shows, *Professor Quiz;* religious, *Eternal Light* and *Greatest Story Ever Told.*

Kenneth J. Beebe, association president, declared the awards were based on consistent performance "in the interest of the advancement of public enlightenment and/or public service." He also supported that theory by saying radio is regaining the high standards of public service and quick public enlightenment established during the war.

More than 150 nationally known educators and civic leaders were polled in the survey for winners of the awards, which were established to encourage radio to strive for public service and public enlightenment through intelligent programming.

WORLD'S BEST TOBACCO MARKET
WBTM-FM
DANVILLE, VIRGINIA
32,000 WATTS
97.9 MEGACYCLES
GEORGE P. HOLLINGBERY CO.
National Representatives
WORLD'S BIGGEST TEXTILE MILLS

TOP HOOPER PROGRAMS

AS OF NOV. 30

Program	No. of Stations	Sponsor	Agency	Hooperating	Year Ago Hooperating	+ or —	Year Ago Position
Bob Hope (sub)	128	Pepsodent Div., Lever Bros.	Foote, Cone & Belding	25.9	27.4	—1.5	3
Jack Benny (sub)	160	American Tobacco	Foote, Cone & Belding	25.3	27.9	—2.6	2
Fibber McGee & Molly	141	S. C. Johnson & Son	Needham, Louis & Brorby	25.0	26.4	—1.4	4
Charlie McCarthy	143	Standard Brands, Inc.	J. Walter Thompson	24.4	24.9	—0.5	5
Amos 'n' Andy	149	Lever Bros.	Ruthrauff & Ryan	22.6	20.6	+2.0	10
Fred Allen	143	Standard Brands, Inc.	J. Walter Thompson	22.2	29.4	—7.2	1
Red Skelton (CH)	159	B. & W. Tobacco Corp.	Russel M. Seeds	21.8	20.7	+1.1	9
Radio Theatre	147	Lever Bros.	J. Walter Thompson	21.8	23.2	—1.4	6
Mr. District Attorney	133	Bristol-Myers	Doherty, Clifford & Shenfield	21.0	20.1	+0.9	12
Truth or Consequences	136	Procter & Gamble	Compton Advertising	20.3	14.2	+6.1	24
Walter Winchell *	218	Andrew Jergens Co.	Robert W. Orr	20.3	22.7	—2.4	8
My Friend Irma	145	Lever Bros.	Young & Rubicam	18.2	—	—	—
Music Hall	139	Kraft Foods	J. Walter Thompson	18.1	14.3	+3.8	22
Bandwagon	158	F. W. Fitch Co.	L. W. Ramsey	17.7	22.8	—5.1	7
Arthur Godfrey's Talent Scouts	136	Lever Bros. Thomas J. Lipton, Div.	Young & Rubicam	17.4	—	—	—

CH—Computed Hooperating.

* Includes first and second broadcasts.

Request Is Denied For DPA Hearing

DAYTIME Petitioners Assn.'s 15-month-old request for an FCC hearing looking to fulltime use of Mexican clear channels on which DPA members now operate daytime only [BROADCASTING, Aug. 19, 1946] was dismissed by the Commission last week, without prejudice.

Spokesmen for the group, which had asked FCC either to dismiss without prejudice or to defer action on the petition, said they hoped the U.S.-Mexico "gentlemen's agreement" with respect to use of the channels will be considered when the North American Regional Broadcasting Agreement (NARBA) treaty conference is held in Canada in August. If satisfactory agreements are reached at that time regarding fulltime use of such channels, it was pointed out, FCC then presumably would conduct a hearing to determine how the frequencies should be used.

FCC officials already have indicated that the subject is a proper one for study at the NARBA treaty conference but beyond the scope of the pre-NARBA meeting.

"FOR CONSPICUOUS service in support of the Navy's civilian reserve recruiting program of 1947" these officials of the four major networks were given Navy citations by Assistant Secretary of the Navy for Air John Nicholas Brown (l). Ceremonies took place at the Navy Dept. last Wednesday. Representing the networks (l to r): Sidney Eiges, NBC vice president in charge of press relations; Charter Heslep, Mutual's Washington representative; Robert Hinckley, ABC vice president; Earl Gammons, CBS vice president.

Daytime-Skywave Hearings, Clear Channel Combined

FCC's LONG-PENDING daytime-skywave case, on which rests the fate of scores of AM applicants and stations operating daytime on clear channels, was consolidated by the Commission last week with the clear-channel case itself, foreclosing any chance of its being decided until next year.

All participants in the daytime-skywave hearing, held last June [BROADCASTING, June 9], may file briefs by Jan. 5 and those who do may then participate in oral argument starting Jan. 19. The dates are the same as those set for briefs and argument, respectively, in the clear-channel case [BROADCASTING, Nov. 3]. No decision in either proceeding is expected before March or April.

Though the announcement of the consolidation of further proceedings did not mention it, FCC's present policy of holding up action on applications for daytime and limited-time use of U. S. 1-A and 1-B channels presumably will be kept in effect until after the January argument and subsequent decision. When it originally called the daytime-skywave hearing, the Commission specified that no action would be taken on such applications "until the hearing is concluded and a decision is announced" [BROADCASTING, May 12].

YANKEE NETWORK TV CLINIC NEXT MONTH

COINCIDENTAL with announcement that the Yankee Network had begun construction of its television transmitter in Boston, Linus Travers, Yankee's executive vice president and general manager, last week announced the opening of a television clinic for Boston advertising agency men in January.

Television technicians from other parts of the country will be called in, Mr. Travers said, with the idea of presenting a "practical, down-to-earth" clinic whose main purpose will be to acquaint the agency men with the fundamentals of video and the application of TV techniques.

Demonstrations of actual programs are planned, and there will be ample opportunity for those attending the clinic to ask questions, Mr. Travers indicated.

Letters of invitation to attend the clinic were forwarded to all advertising agencies in the Boston area.

Democrats Name Roach 1948 Convention Chief

WILLIAM N. ROACH, until recently assistant to the treasurer of the Democratic National Committee, has been named managing director of the Democratic National Convention in 1948, it was announced last week by Sen. J. Howard McGrath (D-R. I.), chairman of the Democratic National Committee.

Mr. Roach has been with the committee since 1929 and was assistant director of the 1944 convention at Chicago.

DOING A SUPER-SELLING JOB IN IDAHO

KSEI

POCATELLO • IDAHO

TESTIMONIALS

We Got 'Em!

VARIETY

"America's Foremost Singers of Western Songs"

"The Texas Rangers" transcriptions of western tunes are tops in quality of content. The price is reasonable — scaled to the size of the station and market. Available, too, *at cost* is an attractive song book for give-away or self-liquidating offer.

Write or Wire for Complete Details

The Texas Rangers

AN ARTHUR B. CHURCH PRODUCTION

Geo. E. Halley, Mgr. Syndicated Features

PICKWICK HOTEL, KANSAS CITY 6, MO.

NARFD Praises NAB Special Consideration to Farm Show

A RESOLUTION commending the NAB "for having raised agricultural programs to the level of special consideration" and urging that "agricultural programs be accorded treatment under the Standards of Practice equal with other types of programs" was passed by the National Assn. of Radio Farm Directors at its annual meeting in Chicago Nov. 30-Dec. 1.

Mr. Worcester

Charles (Chuck) Worcester, WMT Cedar Rapids, was elected president for the coming year, succeeding Layne Beaty, WBAP Fort Worth. Wallace Kadderly, KGW Portland, Ore, was elected vice president, succeeding Mr. Worcester; and Hal Totten, WGN Chicago, was named secretary-treasurer.

Farm programs come closer to realizing broadcasting ideals because they achieve a wedding of entertainment and public service rarely realized in other program structures, A. D. Willard Jr., NAB executive vice president, told the annual banquet Nov. 30.

In an earlier session, Herb Plambeck, WHO Des Moines, delivered an NAB code action report which pointed out that NARFD was primarily interested in two things: (1) Treatment by the NAB and the industry as a whole on the same plane of importance as other radio programs, and (2) placing of farm programs on same basis commercially as other daytime programs.

NARFD sessions began Sunday, Nov. 30, with the morning agenda calling for various committee reports and a talk by Ken Gapen of the USDA.

Afternoon sessions were devoted to talks by John Douglass of Australian Broadcasting Co.; Fergus Mutrie, CBC agricultural farm supervisor; Farm Directors Larry Haeg, WCCO Minneapolis; Jesse Buffum, WEEI Boston and Messrs. Kadderly and Beaty.

Other Topics

Other topics on the agenda: "Farm Audience Research," Roy Park of Ithaca, N. Y.; "The Small Market Station Farm Broadcaster," by Jack Creel, KFYO Lubbock; "Latest Developments in Weather Information for Farm Broadcasters," by Gordon Dunn, U. S. Weather Bureau; "Using an Airplane in Farm Broadcasting," by Gene Shipley, WIBW Topeka, and "Writing Your Own Farm Bulletin," by Tom Page, WNBC New York.

NARFD attendance included:

Adam, D. A. (Andy), Texas A & M; Alampi, Phil, WJZ, New York; Arnold, Burnis, Okla. A & M, Stillwater; Aspleaf, Harry, WNAX, Sioux City; Atwood, Frank, WTIC, Hartford; Battles, Roy, WLW, Cincinnati; Beaty, Layne, WBAP, Fort Worth; Bliss, Milton, WHA, Madison; Brofee, Jake, WCSH, Portland, Me.; Buffum, Jesse, WEEI, Boston; Burnham, Mary, CBS, Washington; Chapman, Jim, WTAM, Cleveland; Child, Bob, WGY, Schenectady; Cooley, Frank, WHAS, Louisville; Combs, Phillip, WSBT, South Bend, Ind.; Creel, Jack, KFYO, Lubbock; Diamond, Bill, WHO, Des Moines; Engel, Luella, WMOH, Hamilton, Ohio; Foltz, Miriam, WOSU, Columbus; German, George, WNAX, Yankton.

Hansen, Mal, WOW, Omaha; Huckle, Don, WGR, Buffalo; Jackson, C. W., KCMO, Kansas City; Kadderly, Wallace, KGW, Portland; Kister, George, KMMJ, Grand Island; Lerch, Don, CBS, Washington; Loudon, Gordon, WWL, New Orleans.

Martin, Harry, WFBM, Indianapolis; Martz, Homer H., KDKA, Pittsburgh; MacDonald, Bill, KFAB, Lincoln; Mack, Chris, WNAX, Yankton; McDonald, John, WSM, Nashville; Merrifield, John, WWJ, Detroit; Miller, Bob, WRFD, Worthington; Plambeck, Herb, WHO, Des Moines; Renollet, Hal, KOA, Denver; Roesner, George, KTRH, Houston; Romine, Jim, WSB, Atlanta; Round, George, Univ. of Nebr., Lincoln; Schmitz, Harold, WBAA, Lafayette; Schneider, Sam, KVOO, Tulsa; Seaman, Jerry, Gittins Adv., Milwaukee; Shomette, Bill, WOAI, San Antonio; Stookey, Charley, KXOK, St. Louis; Totten, Hal, WGN, Chicago; Vallender, Ed, WBCM, Bay City; Visser Paul, NBC, Chicago; Watts, Lowell, KLZ, Denver; Weatherwax, L. F., KFBI, Wichita, Wells, Marshall, WJR, Detroit; Wiegand, Gary, KSTP, St. Paul; Worcester, Chuck, WMT, Cedar Rapids; Zipf, Bill, WBNS, Columbus.

Petrillo

(*Continued from page 15*)

ly elects) a slate and sends sample ballots to the membership with instructions to vote for one and all.

"We have no knowledge or say as to who is to run for office," said the union member who furnished this year's sample ballot.

No. 10's board is to be commended for its consistency, however. There is no choice for any office all the way from president to members of the trial and examining boards, delegates to the Chicago Federation of Labor, and delegates to conventions of the AFM.

First steps were taken last week by segments of the Industry Music Committee, representing broadcasting and related industries, to draw up a cooperative program to meet Petrillo's onslaughts against networks, stations, recording companies and other groups.

Membership of the Industry Music Committee's Executive Committee and two subcommittees was announced. The Public Relations Subcommittee met briefly in New York Tuesday, discussing proposals of the full committee that a public relations program be prepared. The subcommittee is expected to meet again this week to continue discussions and elect a chairman.

The Legal Subcommittee met in New York Wednesday.

Membership of the Executive Committee and subcommittees follows:

Executive Committee: Frank Mullen, NBC, for networks; Edward Wallerstein, Columbia Recording Corp., for record manufacturers; Richard S. Testut, Associated Program Service, for transcription manufacturers; Raymond C. Cosgrove, Crosley Division, for the Radio Manufacturers Assn.; Everett Dillard, FM Assn.; G. Emerson Markham, General Electric Co., WRGB, for Television Broadcasters Assn.; A. D. Willard jr., for NAB. Richard P. Doherty, of NAB, is executive secretary of this group as well as the full committee.

Legal Subcommittee: John W. Van Allen, for RMA; Sidney Harris, Majestic Records, for record manufacturers; Walter Socolow, Lang-Worth Feature Programs, for transcription manufacturers; Leonard Marks, FMA; Joseph McDonald, ABC, for networks; Thad Brown Jr., TBA; Don Petty, NAB.

Public Relations Subcommittee: Milton Rackmil, Decca Records, for record manufacturers; Joseph W. Bailey, Louis G. Cowan Inc., for transcription manufacturers; Stanley Manson, WHAM Rochester and Stromberg-Carlson Co., for FMA; Bond Geddes, RMA; Robert D. Swezey, MBS, for networks; Paul Raibourn, Paramount Pictures, for TBA; Robert K. Richards, NAB.

Little Reaction

The four major networks appeared last week to be in no great hurry to take advantage of Mr. Petrillo's temporary reversal of the AFM edict forbidding the employment of musicians on cooperative programs (BROADCASTING, Dec. 1).

The union boss made the announcement on Nov. 26; late last week only seven co-op shows on two networks, out of a total of more than 35 on all four, had added instrumental music to their formats or were planning such action soon. Neither NBC nor CBS, according to spokesmen for those networks, had any such immediate action in the works.

ABC confirmed that it plans to add a 25-piece orchestra to the *Abbot & Costello* show beginning with the program of Dec. 17. The network also plans to add instrumental music to *Dick Tracy*, and *Ethel & Albert*, and musical bridges to *Headline Edition*.

MBS, in addition to restoring Pianist Joseph Kahn to the cast of *Information Please*, planned to augment *Meet Me at Parky's* with an orchestra, starting with yesterday's broadcast. It was expected to be Harry Zimmerman's west coast MBS house band. Mutual also planned to institute organ bridges between "cases" on *Alexander's Mediation Board*.

The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Headley-Reed

CBS Station for the SPARTANBURG-GREENVILLE Market

Pulse Inc. Report for November

HIGHEST ¼ HR. RATING EVENING

	Nov.	Oct.
Jack Benny	23.3	22.7
Fred Allen	22.7	18.0
Chase-Sanborn	21.3	17.7
Lux Radio Theatre	20.7	17.3
Fibber McGee-Molly	20.7	
Bob Hope	19.3	20.0
Red Skelton	18.7	15.0
Walter Winchell	18.7	19.0
Bing Crosby Show	18.3	18.7
Mr. District Attorney	16.7	16.3

HIGHEST ¼ HR. RATING DAYTIME - 5 A WEEK

	Nov.	Oct.
Rosemary	6.3	4.7
Helen Trent	5.9	
Grand Slam	5.8	4.5
News, H. Clark	5.8	6.3
Our Gal Sunday	5.7	
Breakfast Club	5.6	4.5
Arthur Godfrey (11-11:30)	5.4	5.3
Big Sister	5.4	
Arthur Godfrey (7:30)	5.3	5.4
News, P. Robinson	5.2	5.3

1-2-4

WIRL

Peoria, Ill.

Senate Tempers Are Stirred By Recent NAB 'Grey Book'

STRAINED RELATIONS between the NAB and members of the Senate Interstate Commerce Committee were reported aggravated last week by the NAB's recent publication and distribution of *Broadcasting and the Bill of Rights*, the three-hundred-odd page volume containing testimony on the White Bill (S. 1333) to amend the Communications Act, 10,000 copies of which were sent to selected persons and organizations.

Members of the committee said last week that the volume, promptly labeled the "Grey Book," and the accompanying press release, were viewed as "propaganda." The matter was discussed informally at a meeting of the full committee, with more than a quorum present, on the preceding Friday (Nov. 28). One Senator, who asked not to be quoted, said that NAB President Justin Miller had reached "an all-time low with the committee."

But Senator Magnuson (D-Wash.), a member of both the full committee and the subcommittee on the White Bill hearings, wrote NAB that he appreciated "very much indeed the courtesy of your association in sending me a copy of its book, *Broadcasting and the Bill of Rights*.

"As a member of the Committee on Interstate & Foreign Commerce the compilation of statements on the White Bill will be of particular interest to me, and I am looking forward to the opportunity to read the book with the care which the subject warrants."

On the House side Rep. Clarence F. Lea (D-Calif.) and Rep. Frederick A. Muhlenberg (R-Pa.), along with a number of other Congressmen, thanked NAB for sending the book.

Representative Muhlenberg enclosed a copy of recent remarks on the dangers of federal encroachment of free speech and need of protecting freedom of the air.

Senators took umbrage against the book and press release, it was said, because the volume carried only the affirmative statements of 25 representatives of the radio industry and did not contain the cross-examination and observations of the legislators. Moreover, it was said by one Senator that Judge Miller had attacked the integrity of members of the Committee in at least one particular. The Senator referred to the statement in Judge Miller's testimony, reiterated in the press release, reading:

> **If Congress has now come to a time when it wishes to abandon the established American concept of freedom of speech and the press and to go back to the system existing in England at the time of the colonies, then it should do so by initiating a constitutional amendment, which will reveal, clearly, the change in fundamental law which it proposes.**

Committee members expressed doubt that anything would be done on the White Bill at the special session but revealed that the full committee had urged Chairman Wallace H. White Jr. (R-Me.), the majority leader, to continue his revision of the original bill with a view toward action at the next session.

In one authoritative quarter it was said that the Committee, and perhaps the Senate, would be disposed to follow Senator White's lead on proposed new legislation at the next session, particularly since the Senator proposes to retire from public life upon completion of his term next year. But it was pointed out that it was "relatively easy" to kill legislation of this character.

There was the attitude that radio had not cooperated in full measure with Chairman White or with the committee and that more acceptable legislation could be evolved if radio would change its attitude. The Committee does not like to be told by an industry spokesman that "I am the law and the Gospel," one Senator said.

Dannenbaum to Become WPEN's Sales Manager

ALEXANDER W. DANNENBAUM Jr., presently comercial manager and secretary-treasurer of WDAS Philadelphia, will become sales manager of WPEN Philadelphia when the latter is finally transferred to its new ownership, the Sun Ray Drug Co. (see story page 34). Announcement of the appointment was made last week by Edward C. Obrist, who will be WPEN manager under Sun Ray.

Mr. Dannenbaum

Mr. Dannenbaum has been with WDAS since 1935. During the war he served with the Army Signal Corps in the CBI Theatre and subsequently was discharged with rank of major.

Lorillard Renews

P LORILLARD CO., New York (Old Gold cigarettes), through its agency, Lennen & Mitchell, New York, is currently arranging its 1948 schedule for sponsoring baseball games in New York, Chicago and Atlanta. The company will again sponsor the Dodgers' games on WHN New York with Red Barber and Connie Desmond doing the sportcasts.

NAVY IS URGED TO USE VIDEO IN ITS PUBLICITY

TELEVISION can become the Navy's most effective public relations tool, Sydney H. Eiges, NBC vice president in charge of press, told a public relations indoctrination course of 50 high ranking naval officers last week at a meeting in the studios of WRC, NBC's owned and operated station in Washington, D. C.

Urging the Navy to begin studying television and to get video programming through the 15 television stations now operating in the country, Mr. Eiges advised the naval officials to consult with these advertising agencies that have pioneered in television, taking advantage of their experience in determining the most effective means of video presentation of the Navy's messages to the American public.

S. CALIFORNIA AGENCY, NETWORK MEN CONFER

NEED for tighter recognition standards was agreed upon by representatives of Southern California Advertising Agency Assn. and key executives of networks and independent stations in Los Angeles last Monday.

Exploration and study of overall problems will be undertaken by broadcasters with committee to be appointed. However, it was pointed out by agency spokesmen that move is not directed against radio but will include all media.

New York-Chicago TV Network By Mid-1949, Mullen Predicts

TELEVISION network linking Chicago and New York by "the most practical means" was predicted for the middle of 1949 last week by Frank E. Mullen, NBC executive vice president. Mr. Mullen was in Chicago for the International Livestock Exposition and to receive a citation from the Agricultural Editors Assn. at a dinner in the Morrison Hotel.

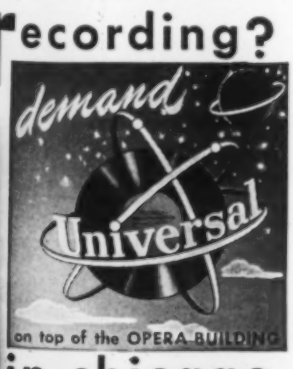
Discussing the proposed video network, Mr. Mullen allowed "a few months leeway on either side" and disclosed that NBC Chicago was planning to televise the 1949 International Livestock Exposition on the network.

He indicated that AT&T would contribute to the final decision as to whether coaxial cable or microwave relays be used for network.

In an interview on WNBC New York Nov. 30, Mr. Mullen stated his belief that television would stimulate all other entertainment and educational media. He pointed out that although the rise of aural radio was feared by other media, actually newspapers, motion pictures and the recording industry have shown a steady increase in revenue in past years.

A further step in NBC's goal for a television link between New York and Chicago was taken Dec. 3 following conferences between O. B. Hanson, NBC vice president in charge of engineering and Joseph P. Kennedy, owner of the Merchandise Mart.

Both agreed that NBC's television plans call for construction of an additional floor to be built on the present 19th floor of the east wing of the famous Chicago landmark. These will house television studios and business offices only, with additional construction of FM and TV antenna towers to be made atop the Chicago Civic Opera building, a few blocks distant.



Miss Vee Harder
Olian Advertising Agency
35 E. Wacker Drive
Chicago, Ill.

Dear Vee:

Santa Claus is comin' t' town . . . yep, he shore did, but us here at WCHS didn't tell nobody how he wuz goin' t' negotiate the trip until the kids had just enough time to get down to the station. Shoulda seen the mob . . . before hand we had 'im transcribed from the North Pole . . . he built up his arrival in Charleston . . . then rode into town on the C. and O. He shore had a big time giving gifts at the station then parading through town in a big Packard convertible to Levin's Toyland . . . his sponsor . . . Nosirree, WCHS don't miss a bet an plenty o' people know it what with 5000 watts at 580 . . . an' Columbia programs to boost even that . . .

yrs . . .

algy

WCHS
Charleston, W. Va.

WBAL Letter on Blue Book, Financial Data Are Disclosed

FIGHT BETWEEN WBAL Baltimore and Pearson-Allen for the station's 1090-kc, 50-kw clear channel assignment grew more heated last week with developments which included the introduction of:

1. Letter to WBAL from its program consultant regarding "limited analysis" of one week in 1944 which said that, with certain exceptions, "There is essential agreement with the FCC statements on their analyses which appear . . . [in] . . . the Blue Book";
2. Data from the WBAL annual financial reports for 1943-46.

The letter and financial data were produced at the insistence of Leonard Marks, counsel for Pearson-Allen, over the equally persistent objections of WBAL counsel, William J. Dempsey. Mr. Marks maintained the material was "fundamental" to his cross-examination of Harold C. Burke, WBAL manager. Mr. Dempsey decried the "fishing expedition" tactics of his competitor, the diversion from the direct presentation, and the "discriminatory" nature of certain rulings by Comr. Rosel H. Hyde, presiding officer—which Mr. Hyde explicitly denied.

The letter, written to Mr. Burke by Paul F. Peter, partner of the radio management consulting firm of Frazier & Peter, concerned compilation of statistics on the Blue Book week of April 23, 1944. The analysis was introduced by WBAL the previous week in reply to a similar study made by Pearson-Allen for the same period from data in the WBAL program logs [BROADCASTING, Dec. 1].

Most of last week's sessions, constituting the fourth week of proceedings since start of the hearing Nov. 3, were devoted to examination of Mr. Burke by the Pearson-Allen counsel. This inquiry was expected to be concluded on Friday. No session was held Thursday. The hearing has been recessed for this week because of the general mobile service proceeding beginning today (Dec. 8).

Columnists Drew Pearson and Robert S. Allen head Public Service Radio Corp., the new applicant for WBAL's facilities. The station is seeking renewal of license. There is pending with the U. S. Court of Appeals for the District of Columbia an appeal by WBAL of the District Court dismissal of its complaint against the Blue Book and FCC [BROADCASTING, Nov. 24]. The station has contended from the first that the Blue Book charges against it should first be cleared before a comparative hearing is held and that Pearson-Allen would never have filed for its assignment had the Blue Book not been issued.

Mr. Marks cross-examined Mr. Peter on Monday regarding his report for WBAL on the Blue Book week. Questioning if Mr. Peter's "interpreted" classification was not defined as "commercial" under the rules of the Commission, Mr. Marks was informed by the consultant, "It is under the rule, but I quarrel with the rule."

The Pearson-Allen counsel then proceeded to solicit data from Mr. Peter and his report on commercial and sustaining percentages for the Blue Book week with information from the FCC document serving as guide. Mr. Marks asked for the combined commercial and "interpreted" percentage for 8 a.m.-6 p.m. The answer was 83.6%. The same query for 8-11 p.m. brought the reply of 96.7%.

File Excluded

Mr. Marks then turned to inquiry into Mr. Peter's preparation of the WBAL exhibit on the Blue Book week and asked for the file Mr. Peter was employing for reference to reply. Upon objection and charge by Mr. Dempsey that Mr. Marks was attempting a "fishing expedition to conduct cross examination," Comr. Hyde excluded the file. He did permit admission of the following letter from Mr. Peter to Mr. Burke, dated Nov. 12, 1947, reporting completion of the exhibit:

There is attached a copy of our program analysis report for the week of April 23-29, 1944. This limited analysis of the FCC Blue Book week was performed on request of Mr. Dempsey for possible use at the hearing if the subject of FCC analysis comes up.

There is essential agreement with the FCC statements on their analyses which appear on pages 7 and 8 of the NAB reprint of the Blue Book, except for their figure of "507 announcements" and "6 sustaining public service announcements" in the period 8 a.m. to 11 p.m. We found 427 commercial spot announcements, 12 sustaining station promotion announcements and 9 public service announcements. The difference in public service announcements is accounted for by special news bulletins and a separately-logged weather report. These total 446 as opposed to their 507.

No effort has been made to perform further analysis to disclose the amount of public service broadcasting within the week since Mr. Dempsey feels that it is not essential that we do so.

Mr. Dempsey asked if the FCC's Blue Book definition of participating programs did not reverse the Commission's instructions as set out in the annual financial reports of 1938. Mr. Peter replied that participating programs, making up WBAL's "interpreted" classification, "never became an issue until the Blue Book." He added that it had been the practice of the industry to classify them as sustaining.

Upon inquiry, Mr. Peter testified that there is statistical soundness in classification of programs as paid for or not paid for since there is no "overlap." Of a class which may fall to both commercial and sustaining, he commented, "It is statistically unsound. Classification must be mutually exclusive." Mr. Dempsey earlier explained advertisers were not responsible for program content of participating shows.

Overall Policy

Mr. Burke, WBAL manager, taking the stand for cross-examination by Mr. Marks, first was questioned by Mr. Dempsey on overall policy. Mr. Burke indicated WBAL has "always sought continuing improvements in the past" and the experience built up "will enable future improvements to come about." To Mr. Dempsey's query whether future program plans involved a radical change, Mr. Burke replied negatively and said steady improvements would be made in light of experience.

Questioned about WBAL's national representative, Mr. Burke stated that Edward Petry & Co. has represented the station on national accounts outside of Maryland and the District of Columbia since March 1942. Previously, he said, WBAL was represented by International Radio Sales, a Hearst subsidiary.

Mr. Marks then asked for production of WBAL's annual financial reports to the FCC (Form 324) for the years 1943 through 1946 inclusive. He said he wanted "definite information as to the profitability of WBAL," to determine if enough money were allocated to programming to give proper service.

Mr. Marks turned again to the Edward Petry Co. matter and produced the WBAL renewal application of Jan. 29, 1944, to which two contracts relating to Petry were attached. One agreement showed that Petry paid International Radio Sales the sum of $78,208.33 in 1942 for assignment of the right to represent WBAL. Asked if he knew about the purchase, Mr. Burke replied, "No, I don't know about that." The WBAL manager explained he earlier had recommended employment of the Petry services and that that was the extent of his participation in the affair.

Mr. Marks next presented exhibits to compare WBAL's program proposals as outlined in its application for 50 kw (granted in 1940) and actual performance as reported by the station in its 1941 renewal application. WBAL proposed to devote 40.1% of its time to commercial programs but actually devoted 44.56%, according to the exhibits. Whereas 14.95% was to be devoted to sustaining educational programs and 3.27% to sustaining agricultural programs, 3.74% and 0.55%, respectively, were devoted to those classifications, the report showed.

At the outset of Tuesday's proceeding, Mr. Dempsey continued his objection to the admission of the financial data. He charged that Pearson-Allen counsel's purpose was not to cross-examine Mr. Burke but to secure information from FCC's confidential files and thereby to "mold our direct case into the pattern to favor him." Mr. Dempsey said the cross-examination was not relating to the direct presentation, contrary to practice.

Comr. Hyde did not agree with this view and overruled objections. He said he was attempting to be careful to exclude any matter unnecessary and which would "embarrass anyone in any sense of the word."

Mr. Dempsey contended the ruling was "highly discriminatory to Hearst Radio."

FCC Counsel McCoy then identified the data. The exhibit showed gross revenue and program expenditures to be: 1943—gross income $1,035,896, program expense $123,845 (30.83% of total broadcast expense); 1944—gross $1,275,200, program $133,920 (31.11%); 1945—gross $1,294,379, program $160,309 (32.84%), and 1946—gross $1,183,506, program $188,967 (33.06%). Net income before taxes was shown to be: 1943, $629,781; 1944, $844,785; 1945, $806,147, and 1946, $612,431.

Mr. Marks concluded the Wednesday session with a request for the minutes of the meeting of the board of Hearst Radio at which Mr. Burke was elected a vice president and board member, and also asked for the firm's minutes book. Mr. Dempsey stated he did not intend to supply such material since a certified copy of the relevant resolution would do. Comr. Hyde reserved ruling on the matter.

FOR SALE

NEW 5 KW WESTERN ELECTRIC TRANSMITTER

Emergency power supply, speech input equipment, complete set of operating spare parts, substantial amount of installation wiring materials.

Box 64, BROADCASTING

12 New Standard Stations Authorized; Facility Changes Granted To 8 Others

IN MULTIPLE actions last week in standard broadcast field FCC authorized construction permits for a dozen new stations and improvement of facilities for eight existing AM stations.

The following new stations were authorized:

Cambridge, Mass.—Harvey Radio Labs., 740 kc, 250 w, daytime. Principals: Frank Lyman Jr., president, and his wife, Jeanne S. Lyman, vice president, co-owners; and Ronald W. Martin, clerk.

Melbourne, Fla.—Melbourne Broadcasting Corp., 1050 kc, 250 w, daytime. Principals: William Shakespeare Jr., retired manufacturer, president and 14%; Thomas R. Barr, real estate broker, vice president 14%; V. C. Brownlee, undertaker, director 14%; John F. Turner, department store owner, secretary-treasurer 14%; Elliott C. Newell, auto and electrical appliance dealer, director 14%.

Breckenridge, Minn. — Interstate Broadcasting Corp., 1450 kc, 250 w, unlimited. Principals: Don H. Bower, farm implement and Hudson auto dealer and president Wilmar, Chamber of Commerce, president and 23.8%; his son and partner, Kline E. Bower, treasurer 23.8%; Dr. E. A. Eberlin, vice president 23.8%; Tom E. Davis, attorney, secretary 23.8%; George A. Thompson, owner Red River Implement Co., 2%; Arthur W. Hoppert, plumbing and heating business, 0.9%; his son and business associate, Merle I. Hoppert, 1%.

Las Vegas, Nev.—San Joaquin Broadcasters, 1340 kc 250 w, unlimited. Partnership: R. K. Wittenberg, attorney, 51%, and R. L. Stoddard, general manager of KATO Reno, 49%.

Lampasas, Tex.—Lampasas Broadcasting Co., 1450 kc, 250 w, unlimited. Copartnership: Sylvester Lewis, county court judge, and Robert O. Easton, editor and one-third owner Lampasas Dispatch.

Needles, Calif.—Shelley Radio Electric Co., 1340 kc, 250 w, unlimited. Sole owner of radio sales-service firm is Oscar Dale Shelley.

Havre de Grace, Md.—Chesapeake Broadcasting Corp., 1600 kc 500 w, daytime. Principals: Jayson T. Pate, wholesale beverage distributor Leslie A. Daniel, Harry E. Dyer Jr., attorney, Walter F. Forward, each 30 sh. Six other local businessmen own 30 sh each. Six other local people hold preferred stock.

Dalhart, Tex.—Dalrad Assoc., 1410 kc, 500 w, daytime. Co-partnership: Baird Bishop, druggist, and his brother, Ed Bishop, publisher of the Dalhart Texan.

Denver, Col.—Landon Broadcasting Co., 990 kc, 1 kw, daytime. Sole owner is Alf. M. Landon, former governor of Kansas and Presidential candidate. Mr. Landon is permittee KCLO Leavenworth, Kan., and 65% owner of applicant for Liberal, Kan.

Winchester, Tenn.—Arthur D. Smith Jr., 1340 kc, 250 w, unlimited. Permittee is station manager of WBAC Cleveland, Tenn.

Dover, Del.—William Courtney Evans, 1410 kc, 1 kw, daytime. Permittee has been radio operator and technician for 21 years.

West Allis, Wis.—West Allis Broadcasting Co., 1570 kc, 250 w, daytime. Principals: John A. Clark, restaurant operator, president and treasurer and 79.4% owner; his wife, Ruth H. Clark, vice president 5.1%; Ralph J. Drought, attorney, secretary 7.7%; E. A. Dupke, to be commercial manager, 2.7%; A. E. Conforti, hotel-restaurant labor consultant, 5.1%.

Changes in existing facilities were approved as follows:

KPDR Alexandria, La., granted change from 1490 kc 250 w to 970 kc, 1 kw to local sunset, 500 w night, directional night. Grant is subject to limitations from KAKC Tulsa application.

KFKA Greeley, Col.—Granted change from 910 kc 1 kw, share time KPOF Denver, to 1310 kc 1 kw fulltime, directional night.

KTBS Shreveport, La. — Granted change from 1480 kc 1 kw to 710 kc, 10 kw to local sunset, 5 kw night, directional fulltime. Comr. Clifford J. Durr voted for hearing.

WWSW Pittsburgh—Granted change from 250 w on 1490 kc to 970 kc, 5 kw to local sunset, 2.5 kw night.

KROD El Paso, Tex.—Granted increase in power from 500 w night, 1 kw to local sunset to 5 kw fulltime, directional night, on 600 kc.

WHB Kansas City—Granted increase day power from 5 kw to 10 kw, new directional day, on 710 kc. Night power continues 5 kw, directional.

KMAC San Antonio, Tex.—Granted change from 1240 kc, 250 w to 630 kc, 5 kw, directional fulltime.

Top 20 Network Shows, Rated 4 Ways, Announced by Nielsen

A. C. NIELSEN Co. last week made public the first of what are expected to become semi-monthly reports of the "top 20" network programs, rated four ways by the audience research firm.

The four types of Nielsen ratings are:

(1) Total audience—the audience during all or any part of a program in percent of Nielsen Research Index homes.

(2) Average audience—the audience during the average minute of one program in percent of all NRI homes.

(3) Cumulative audience — the percent of the total market that is reached (one or more times) in four weeks.

(4) Homes per dollar—a measurement, on a total audience basis, of the number of homes reached per dollar spent for time and talent.

The "top 20" Nielsen programs were confined to evening programs, half-hour, once-a-week, and to daytime programs, 15 minutes, five-a-week.

* * *

Nielsen Radio Index—"Top 20"

"TOP 20"—EVENING. Week of Oct. 19-25, 1947 (Ranking Limited to 30-Minute Programs Broadcast Once a Week)

TOTAL AUDIENCE					AVERAGE AUDIENCE					CUM. AUD. (4 Wks.)●	NRI HOMES PER DOLLAR			
Rank	Program	Current Rating	Points Change	Prev. Rank	Rank	Program	Current Rating	Points Change	Prev. Rank		Rank	Program	NRI Homes	Change	Prev. Rank
1	Fibber McGee & Molly	24.8	+1.2	1	1	Fibber McGee & Molly	20.5	+0.8	1		1	Curtain Time	572	+195	18
2	Amos "N" Andy	23.8	+1.1	3	2	Amos "N" Andy	19.3	+1.4	3		2	Big Town	490	−7	2
3	Chase & S'born Program	23.1	+3.5	11	3	Chase & S'born Program	17.7	+2.5	9		3	Famous Jury Trials	458	+60	13
4	Truth or Consequences	22.8	+3.9	17	4	Bob Hope	17.6	−0.5	2		4	Fat Man	456	−21	3
5	Bob Hope	22.5	−0.4	2	5	Truth or Consequences	17.4	+2.8	13		5	Nick Carter	455	−54	1
6	Fitch Bandwagon	22.5	+3.9	19	6	Jack Benny	16.7	+1.7	11		6	Date With Judy	455	+49	12
7	Fred Allen Show	22.3	+1.7	6	7	Fred Allen Show	16.4	+2.3	15		7	Gangbusters	447	....	(g)
8	Life of Riley	21.6	+1.5	7	8	Red Skelton	16.1	+0.2	8		8	Crime Photographer	442	+19	9
9	Jack Benny	21.3	+2.1	13	9	Life of Riley	15.9	+0.9	10		9	Inner Sanctum	435	−14	6
10	Duffy's Tavern	20.5	+3.4	(g)	10	Fitch Bandwagon	15.4	+2.0	20	SEE FOOTNOTE	10	Break the Bank	423	−52	4
11	Red Skelton	20.3	+0.3	8	11	My Friend Irma	15.1	−2.4	5		11	Adv. of Sam Spade	416	+6	11
12	My Friend Irma	19.5	−3.0	4	12	Mr. District Attorney	14.9	−3.0	4		12	My Friend Irma	398(I)	−61	5
13	Adv. of Sam Spade	19.5	+0.3	14	13	Big Town	14.6	−0.3	12		13	Man. Merry-Go-Round	386(I)	+27	20
14	Date With Judy	19.5	+2.1	(g)	14	Duffy's Tavern	14.5	+2.6	(g)		14	Truth or Consequences	382(I)	....	(g)
15	Inner Sanctum	19.3	−0.6	9	15	Adv. of Sam Spade	14.3	+1.0	(g)		15	Life of Riley	379(I)	....	(g)
16	Great Gildersleeve	19.3	+2.5	(g)	16	Blondie	14.3	+1.4	(g)		16	Waltz Time	379(I)	−25	14
17	Your Hit Parade	19.1	+0.7	20	17	Your Hit Parade	14.3	+0.6	18		17	Grand Ole Opry	378	....	(g)
18	Kraft Music Hall	19.0	+0.8	(g)	18	Kraft Music Hall	14.3	+0.4	17		18	Duffy's Tavern	370(I)	....	(g)
19	Blondie	18.9	+1.6	(g)	19	Inner Sanctum	14.1	+0.2	16		19	Murder & Mr. Malone	367	....	(g)
20	Mr. District Attorney	18.7	−3.2	5	20	Great Gildersleeve	14.1	+1.8	(g)		20	Mr. District Attorney	366(I)	−62	7

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"TOP 20"—DAYTIME (Ranking Limited to 15-Minute Programs Broadcast 5 Times a Week)

TOTAL AUDIENCE					AVERAGE AUDIENCE					CUM. AUD. (4 Wks.)●		NRI HOMES PER DOLLAR			
Rank	Program	Current Rating	Points Change	Prev. Rank	Rank	Program	Current Rating	Points Change	Prev. Rank	Rank	Program	Rank	Program	NRI Homes	Change	Prev. Rank
1	Right to Happiness	10.2	+0.6	2	1	Right to Happiness	9.3	+0.7	2	1	Lum "N" Abner	1	Big Sister	1264(I)	+14	1
2	Pepper Young's Family	9.9	+0.6	5	2	Our Gal, Sunday	8.4	−0.5	1	2	Wendy Warren	2	Aunt Jenny	1164	....	4
3	Our Gal, Sunday	9.3	−0.5	1	3	Pepper Young's Family	8.4	+0.2	5	3	Jack Berch	3	Our Gal, Sunday	1145(I)	−60	2
4	Backstage Wife	9.3	−0.2	4	4	Backstage Wife	8.1	−0.3	4	4	Pepper Young's Family	4	Ma Perkins (CBS)	1144(I)	−49	3
5	Girl Marries, When A	9.1	−0.5	3	5	When A Girl Marries	8.0	−0.5	3	5	Stella Dallas	5	Helen Trent	1108(I)	+36	5
6	Rose Mary	9.0	+0.2	12	6	Rose Mary	7.7	+0.2	13	6	Backstage Wife	6	Rose Mary	1069	+25	8
7	Wendy Warren	8.9	+0.1	13	7	Helen Trent	7.7	−0.3	7	7	Right to Happiness	7	Grand Slam	1040	+95	11
8	Helen Trent	8.8	−0.3	7	8	Stella Dallas	7.7	+0.1	12	8	Bkfst in Holly. (P&G)	8	Right to Happiness	1009(I)	+56	10
9	Big Sister	8.7	−0.3	9	9	Big Sister	7.6	−0.4	6	9	Our Gal, Sunday	9	Girl Marries, When A	1000(I)	−55	6
10	Stella Dallas	8.6	−0.3	10	10	Aunt Jenny	7.6	....	10	10	Widder Brown	10	Doctor Malone	996(I)	−55	7
11	Aunt Jenny	8.5	....	14	11	Widder Brown	7.2	−0.8	8	11	Ma Perkins (NBC)	11	Pepper Young's Family	969(I)	+52	15
12	Road of Life	8.5	+0.7	17	12	Ma Perkins (CBS)	7.1	−0.7	9	12	Lorenzo Jones	12	Back Stage Wife	917(I)	−18	13
13	Widder Brown	8.4	−0.9	6	13	Road of Life	7.1	+0.4	17	13	When A Girl Marries	13	Portia Faces Life	879(I)	−120	9
14	Ma Perkins (CBS)	8.1	−0.7	11	14	Wendy Warren	6.9	−0.3	14	14	Bkfst Club (Philco)	14	Stella Dallas	859(I)	−29	18
15	Ma Perkins (NBC)	8.1	−0.2	15	15	Ma Perkins (NBC)	6.6	−0.4	15	15	Bkfst in Holly. (Kell.)	15	Guiding Light	857(I)	+38	20
16	Portia Faces Life	8.0	−1.1	8	16	Portia Faces Life	6.5	−1.1	11	16	Road of Life	16	Widder Brown	845(I)	−111	12
17	Lorenzo Jones	7.5	−0.7	16	17	Lorenzo Jones	6.5	−0.4	16	17	Lora Lawton	17	Front Page Farrell	835(I)	....	(g)
18	Joyce Jordan	7.5	+0.6	(g)	18	Joyce Jordan	6.4	+0.4	(g)	18	Ma Perkins (CBS)	18	Bkfast Club (Philco)	813	....	(g)
19	Bkfast Club (Philco)	7.3	+1.0	(g)	19	Dr. Malone	6.1	−0.2	20	19	Big Sister	19	Ma Perkins (NBC)	808(I)	−17	19
20	Life Can Be Beautiful	7.2	−0.4	19	20	Guiding Light	6.1	+0.1	(g)	20	Today's Children	20	Plain Bill, Just	806(I)	−120	14

● CUMULATIVE AUDIENCE reveals the percentage of the total market that is reached (one or more times) *in 4 weeks*. These ratings range from 1.8 to 7.1 times the TOTAL AUDIENCE reached by *each broadcast*, and the average number of commercials received per home (in 4 weeks) ranges from 2.2 to 15.5. For the CUMULATIVE AUDIENCE of individual programs, see NRI REGULAR Report.

Program selection for CUMULATIVE AUDIENCE ranking are necessarily made from those programs which were broadcast during each of the latest available 4 measured weeks. At certain times of year, this type of ranking is impracticable, because of the large number of program and time changes.

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(g) Not ranked in "Top 20" in preceding report.

(I) Computation is based on non-contiguous rate, although sponsor is earning the lower, contiguous rate.

At Deadline ...

FCC ADOPTS SIMPLIFIED FINANCIAL REPORT FORMS

ADOPTION of shortened and simplified annual financial report forms—Form 324, Schedules 1 through 12—was announced by FCC Friday, effective Jan. 1.

New forms, henceforth to be filed not only by all networks and licensees but also FM permittees whose stations are on air under special temporary authorization, also revealed dates which will form 1947 "composite week" for use in preparing program logs for financial report.

Composite week will be following 1947 dates: Monday, Jan. 13; Tuesday, March 4; Wednesday, April 23; Thursday, May 8; Friday, Aug. 1; Saturday, Sept. 20; Sunday, Nov. 23.

First 12 schedules of Form 324 are cut to 9 by elimination of No. 5 (intangible property owned and devoted exclusivly to broadcast service by respondent); No. 6 (property intended for use in broadcast service and leased to others); No. 9A (analysis of time devoted to other stations); and No. 12 (total compensation of proprietor, partners, stockholders, officers, and broadcast staff employes, musicians and other talent).

Besides general rearrangements for clarity, revision substantially shortens balance-sheet schedule with reference to liabilities and non-broadcast investment; cuts out several details previously required in schedule on broadcast revenues; deletes several items under "Broadcast Expenses," permitting them to be lumped into miscellaneous expenses. No material changes in income statement, program log analysis, and analysis of time devoted to networks. Definitions cut from 18 to 4 pages.

50 kw ATLANTA OUTLET PROPOSED BY FCC

PROPOSED GRANT of new 50 kw day, 10 kw night (directional) on 1550 kc to Fulton County Broadcasting Corp., Atlanta, Ga., announced by FCC Friday. Decision would deny request of WSOC Charlotte, N. C., to switch from 250 w on 1240 kc to 50 kw fulltime (directional night) on 1550 kc on grounds proposed WSOC operation is contrary to NARBA in not protecting Canadian rights. Commission also adopted memo opinion and order denying petition of WSOC to reopen record and amend its request to protect Canada as it held matter was issue in hearing and should have been considered then. Grant is Atlanta's seventh AM outlet.

Fulton County Broadcasting is owned 100% by Samuel Rothberg, real estate dealer, who is secretary-treasurer. Following hearing he purchased half interest held by firm's president Edward Berliant, proposed general manager, who withdrew. Now associated with Mr. Rothberg are his son, Robert L. Rothberg, employed by H. M. Wocher & Sons Co., Philadelphia, and Deveraux F. McClatchy, attorney.

FCC found proposed nighttime operation of WSOC would not afford adequate protection to secondary service area of any station in Ontario, as provided by NARBA. Report showed Fulton operation would protect Ontario. WSOC petition offered protection to existing CKTB St. Catherines and to proposed operation at Windsor, Ont.

NARBA NATIONS URGED TO DRAFT STANDARDS

NARBA Engineering Conference formally closed in Havana Friday (story on page 19) as George E. Sterling, FCC Chief Engineer and U. S. chairman, called on nations to consider drafting of certain engineering standards for Canada conference in August. He said NARBA should continue to lead world in regional agreements.

Engineering standards, Mr. Sterling said, should include uniform methods of field intensity measurements and their evaluation; coordinated use of data in propagation studies; use of directional antennas; steps to eliminate interference due to spurious emissions and cross modulation effects; equipment specifications; setting up of monitoring stations. U. S. delegation was to leave Havana late Friday.

RMA GROUP VOTES INTENSIFIED SALES DRIVE

INTENSIFICATION of radio-in-every-room campaign voted by RMA Advertising Committee at monthly meeting in New York Friday. At least twice as much as last year to be spent in pushing campaign, according to Stanley Maxon, Stromberg-Carlson advertising director, meeting chairman. Kick-off to be two-week "test saturation" campaign in early February in Hartford, Conn., with pattern repeated, if successful, in 50 leading cities. Committee recommendations subject to approval of RMA Set Committee and directors, to meet Jan. 21-22 at Hotel Stevens, Chicago.

DON LEE, STADIUM UPHELD IN TELEVISION SUIT

DON LEE Broadcasting System and Hollywood Legion Stadium won first round Friday in suit filed against them by Alejanbro Chavez to restrain telecast of bout scheduled for Dec. 12. [BROADCASTING, Dec. 1, Nov. 24]. Judge Frank G. Swain ruled in Los Angeles Superior Court that unless performer specifically withholds television performance rights in contract, promoter is otherwise free to deal in sale of television performance.

Counsel for Don Lee and stadium contended privacy not involved and insisted that telecast is extension of newspaper account or broadcast and consequently could not be held invasion of privacy. Chavez' counsel said it constituted "reproduction for profit and not news," and indicated he would appeal.

MAIZLISH HEADS CONVENTION ENTERTAINMENT COMMITTEE

HARRY MAIZLISH, general manager of KFWB Hollywood, named chairman of Entertainment Committee set up by Southern California Broadcasters Assn. for NAB convention in Los Angeles May 17-21.

William Beaton, SCBA president and general manager of KWKW Pasadena, told BROADCASTING SCBA has asked NAB for complete responsibility for entertainment. Spectacular events planned, in Hollywood style. SCBA members meet Dec. 11 to set up other committees for convention.

ABC DEFENDS PARTICIPATION BY DENNY IN 'NEWS' CASE

CHARLES R. DENNY's participation in FCC decision on New York FM case after accepting post with NBC, attacked by New York *Daily News* as invalidating entire decision [BROADCASTING, Dec. 1], was defended by ABC, one of successful applicants, in brief filed with FCC and circulated Friday.

ABC argued Mr. Denny, former FCC chairman, did not join NBC until more than three weeks after FM decision was adopted; that even if his participation were prohibited by statute, *News* still would not have had enough votes to get grant; that in any event NBC was not applicant in proceeding.

Network's 26-page brief opposing re-hearing also defended votes of Comrs. Paul A. Walker, C. J. Durr, and E. M. Webster, which *News* had questioned. It denied *News* contention that FCC's preference for non-newspaper applicants over newspaper applicants violates Constitution and Communications Act.

ROBERT C. COLESON, assistant to NAB president in charge of 11 western States, in Hollywood Presbyterian Hospital recovering from operation.

Closed Circuit

(Continued from page 4)

of Latin American nations expected at upcoming NARBA conference in Canada in August. Preliminary engineering sessions just closed at Havana indicated such portents with Mexicans and Cubans suggesting that since U. S. has FM so well developed, it might as well turn over most of best of AM to them.

THERE's been such demand for its Lemon Book on radio's economic outlook that FCC, its supply low after answering more than 2,000 requests for copies, is having Government Printing Office reprint it for public sale. Significantly, several hundred banks and similar loan organizations have asked for copies. Elatedly, officials add they've received no complaints against report. GPO copies should be available first of year, at price to be set by GPO. FCC foots printing bill.

AMONG OTHER repercussions FCC authorities fear from *l'affaire Durr* is sizeable cut in 1948-49 appropriations. They think last inter-agency squabble, with Army and Navy over RID, may have cost them $2,000,000.

REPORTS PERSIST that FCC Commissioner E. K. Jett, who is now rounding out 37 years of continuous government service in both Navy and in radio regulation, will leave FCC soon to enter private industry. He advised BROADCASTING Friday he has made no commitments but did not deny that he has at least one proposal under consideration.

NEGOTIATIONS continued in both Los Angeles and New York last week on possible million dollar transaction sale of KLAC Los Angeles and KYA San Francisco. M-G-M and Jack Wrather, independent motion picture producer and oil man, emerged as serious bidders, along with two others—one present west coast station owner. Howard Stark, radio director of Smith Davis Corp., newspaper and radio investment concern, has been on Coast for fortnight. Mrs. Dorothy S. Thackery, publisher of *New York Post*, owns KLAC and KYA as well as WLIB New York.

McHENRY COUNTY, ILLINOIS, HELD A PASTURE IMPROVEMENT DAY

and we were there!

McHenry County, Illinois, held a Pasture Improvement Day. 1,500 farm families were there . . . and so were we. Thousands of other Midwest farm families, unable to attend, benefited from the demonstration explanation broadcast by Art Page, farm program director, on the WLS Dinner Bell program.

WLS travels thousands of miles each year to be where local folks get together. During the first six months of 1947, the WLS Dinner Bell program alone originated 27 remote broadcasts in 20 Midwest counties. We were there with the local folks covering their events, talking with them about their problems.

This is the kind of service that counts—going direct to city or town or county, participating with our folks in their events. We get pretty well acquainted with folks when we're out visiting them all the time—and they get to know and *believe* in us.

A Clear Channel Station

WLS

CHICAGO 7

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER, President
GLENN SNYDER, Manager

50,000 watts, 890 KC, American Affiliate, Represented by JOHN BLAIR & COMPANY, Affiliated in Management with KOY, Phoenix, and the ARIZONA NETWORK — KOY, Phoenix • KTUC, Tucson • KSUN, Bisbee-Lowell-Douglas